

GENERAL COVER LETTER RECOMMENDATIONS

VISUAL STYLE

- Set margins to .75-1 inch. Use the Moderate layout in MS Word's page layout tab.
- Use only one font throughout the body except in the case of the header.
- Use black-and-white text only; avoid colored fonts or paper.
- If submitting electronically, use a sans serif font (such as Arial or Calibri).
- If submitting in hardcopy, use a serif font (such as Garamond or Cambria).
- Minimize the use of underlining or italics except for publication names/titles.

FORMAT

- Use standard block format: single-spaced throughout except between blocks.
- Use an identical header to your résumé.
- Include the specific date the cover letter was submitted/sent in.
- Include the name and title of the hiring agent, the company, and the company's address.

WRITING STYLE

- Address the letter to a specific person. If this is not possible, address the letter "Dear Hiring Committee" or "Dear Human Resources."
- Use a proper salutation, such as "Dear Mr. Smith."
- Never assume titles. Use "Ms." if addressing to a female.
- Write with your audience in mind. Communicate in terms of how you will be an asset to them.
- Include keywords from the job ad and demonstrate qualifications they value or require.
- Support statements with evidence or examples.
- Limit the use of "I" and "me."
- Address why you want to work for the company, if relevant and sincere.
- Use a proper closing, such as "Sincerely" or "Best Regards."
- After the closing, skip 2-4 lines and type your name. For hardcopies, sign the document.

PARAGRAPH GUIDELINES

- In the first paragraph, you should
 - » Mention the position (number and title) and where you found the position.
 - » Express your interest in the position and company.
 - » State that you are qualified for the position.
 - » Preview what you will discuss in the rest of the letter.
- In the second and third paragraphs, you should
 - » Outline your qualifications and connect them to the company's values and needs.
 - » Refer to specific and relevant education, internships, or work experiences.
 - » Support statements with examples that include a situation, action, and result.
 - » Express your interest in working for the company.
- In the final paragraph, you should
 - » Mention any enclosures or attachments.
 - » Express interest in an interview, if appropriate.
 - » Offer to provide further information.
 - » Thank the reader for his/her consideration.

OTHER CONSIDERATIONS

- Keep your cover letter to one page.
- Be concise.
- Promote yourself, but avoid being perceived as arrogant.
- Consider using a bulleted list or table format to express accomplishments.
- Edit and proofread carefully.
- Have multiple reviewers edit your cover letter.

ACTION VERBS FOR COVER LETTERS

- Use action verbs to precisely demonstrate your experience.
- Choose verbs that are present in the job ad and company profile.
- Reduce redundancy by using a variety of action verbs.

CREATING

Adapted
Assembled
Built
Compiled
Completed
Composed
Conceptualized
Cultivated
Developed
Established
Fashioned
Formulated
Generated
Implemented
Initiated
Innovated
Instituted
Invented
Prepared
Produced
Secured
Structured

INCREASING

Developed
Enhanced
Expanded
Gained
Improved
Maximized
Modernized
Multiplied
Revitalized
Upgraded

WRITING

Authored
Composed
Corresponded
Documented
Drafted
Edited
Formulated
Published
Revised

CALCULATING

Added
Allocated
Appraised
Audited
Balanced
Budgeted
Charted
Computed
Divided
Forecasted
Multiplied
Reconciled
Subtracted

COLLABORATING

Aided
Assisted
Connected
Contributed
Cooperated
Co-produced
Fostered
Joined
Participated
Partnered
Served
Supported
Utilized

MARKETING

Advertised
Advocated
Branded
Created
Delivered
Displayed
Endorsed
Energized
Envisioned
Persuaded
Promoted
Publicized
Recommended

TEACHING

Coached
Enabled
Encouraged
Evaluated
Explained
Guided
Informed
Instructed
Lectured
Led
Mentored
Planned
Reviewed
Tested
Trained

SYNTHESIZING

Arranged
Assembled
Categorized
Collected
Combined
Compiled
Devised
Explained
Formulated
Rearranged
Reconstructed
Related
Reorganized

RESEARCHING

Analyzed
Ascertained
Assessed
Cataloged
Collected
Defined
Evaluated
Experimented
Integrated
Interpreted
Investigated
Recorded
Updated

MANAGING

Advised
Appointed
Assigned
Authorized
Challenged
Conducted
Controlled
Counseled
Delegated
Enlisted
Facilitated
Handled
Headed
Influenced
Led

Maintained
Mediated
Moderated
Motivated
Observed
Regulated
Supervised

DECREASING

Clarified
Condensed
Diminished
Eliminated
Lowered
Minimized
Reduced
Simplified
Streamlined

COMMUNICATING

Arbitrated
Conferred
Consulted
Conveyed
Corresponded
Discussed
Informed
Interacted
Spoke
Translated

CU Denver Career Center
Tivoli Student Union, Suite 267
303.556.2250
ucdenver.edu/careercenter

CU Denver Writing Center
North Classroom, Room 4014
303.556.4845
writingcenter.ucdenver.edu

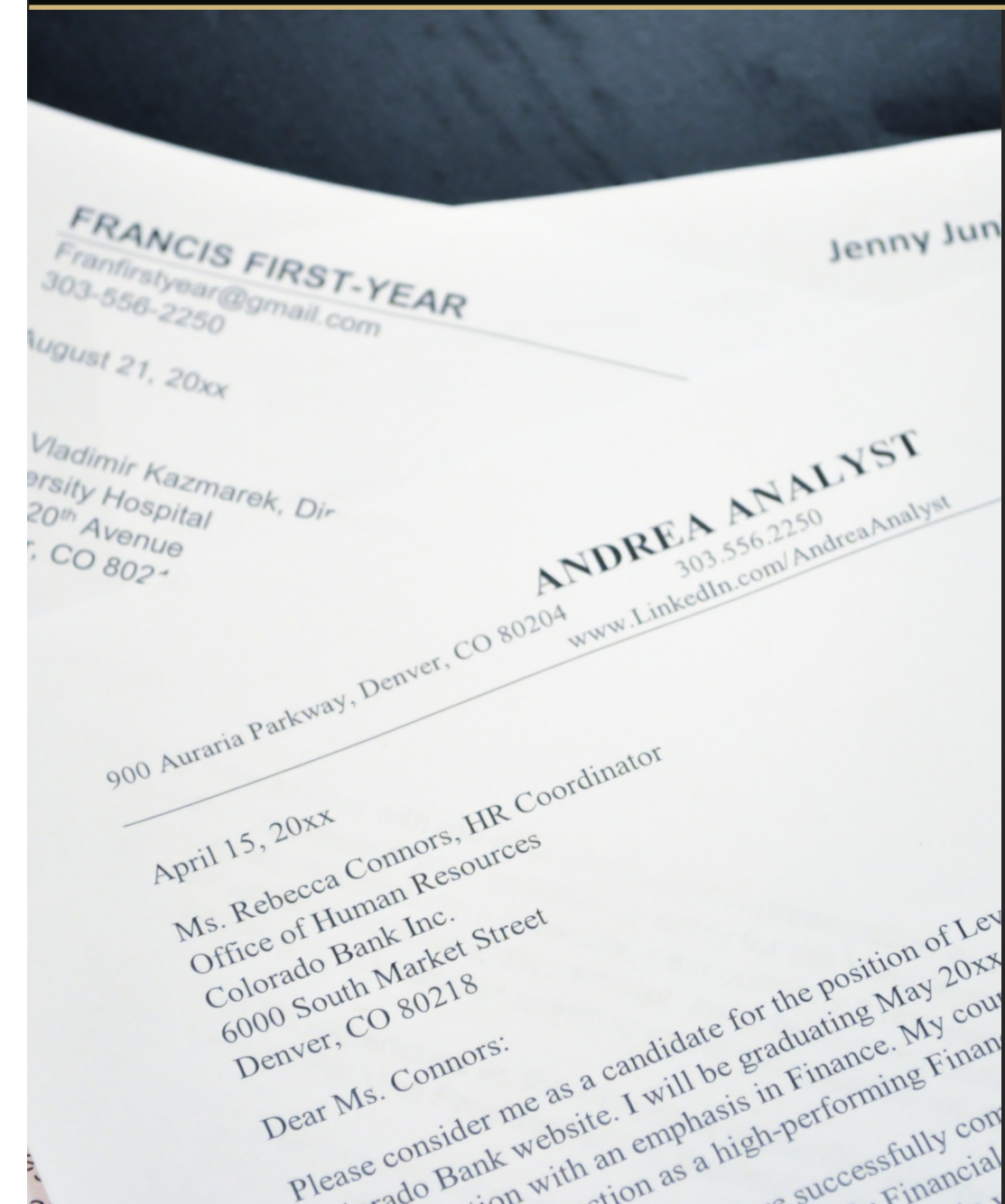


Career Center
UNIVERSITY OF COLORADO DENVER



Writing Center
UNIVERSITY OF COLORADO DENVER

Guide To WRITING EXCEPTIONAL COVER LETTERS



CASE STUDY: Freshman

JOB SITUATION:

University of Colorado Hospital is currently hiring a volunteer. A successful candidate will have

- Strong leadership skills.
- Experience completing statistical analysis, including knowledge of SPSS.
- Knowledge of and experience with both qualitative and quantitative research methods.
- Ability to facilitate work in collaborative team environments.

FRANCIS FIRST-YEAR

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303-556-2250

900 Auraria Parkway
Denver, CO 80204

August 21, 20xx

Mr. Vladimir Kazmarek, Director
University Hospital
5959 20th Avenue
Denver, CO 80218

Mr. Kazmarek:

Thank you for taking the time to chat with me after your keynote presentation at the University of Colorado Denver last week. I appreciate your invitation to apply for the Volunteer Laboratory Assistant position with University of Colorado Hospital. As a reminder, I am currently a first-year student at CU Denver pursuing my Bachelor of Science in Psychology, and I believe my combined coursework, leadership experience, and volunteer activities qualify me for this position.

Through my education at CU Denver, experience as the President of the Distributive Education Club of America, and involvement as the Vice President of the Student Council, I have gained the following qualifications:

- Familiarity with SPSS software and statistical analysis while studying the correlation between gender and perceived aggression
- Capability to integrate qualitative methods, including market research and group studies
- Excellent written and verbal communication skills by presenting weekly updates to each organization
- Ability to work with teams comprised of individuals from diverse cultures and backgrounds

Finally, I have spent the last 10 months with University of Colorado Hospital as a Stress Disorder Volunteer. In this position, I help nurses create a positive environment for patients by ensuring each patient's family is able to find and utilize hospital services. Through my volunteerism, I have advanced my ability to effectively interact with individuals from diverse backgrounds, including social class, culture, and religious affiliation. In addition, I employ motivation therapy techniques under the supervision of hospital staff. While I have enjoyed working directly with patients, I also look forward to broadening my knowledge of laboratory practices.

I hope you will agree that I am well-suited for the position. I look forward to speaking with you in the near future. Please feel free to contact me via email at franfirstyear@gmail.com or by phone at 303-556-2250.

Sincerely,

Francis First-Year

Francis First-Year

Key Features for Francis First-Year's Cover Letter:

- Francis' letterhead matches his résumé (see Guide to Writing Exceptional Résumés).
- At the end of his first paragraph, he provides a forecast of the subsequent paragraphs.
- As a freshman with limited experience, Francis focuses on coursework and non-work experiences to illustrate his qualifications.
- He mentions his leadership positions in high school and pairs them with action verbs that demonstrate qualities for the desired position.
- Francis signs his cover letter because he is delivering a printed copy in person.

CASE STUDY: Sophomore/Junior

JOB SITUATION:

AEG Live is currently hiring a Recording Arts Intern for the summer. All candidates must currently be undergraduates studying music, business, or marketing. In order to be considered for this internship, the applicant must have

- At least 1 year of previous marketing experience (academic or professional) and 3 years of customer service experience.
- Working knowledge of Avid, ProTools, Adobe Photoshop, and Adobe Illustrator.
- Knowledge of diverse marketing techniques, including grassroots campaigns and writing press releases.

Jenny Junior

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303-556-2250

J_Junior@yahoo.com
www.JennyJfilms.com

January 23, 20xx

Office of Human Resources
AEG Live
5959 20th Avenue
Denver, CO 80218

Dear Search Committee,

I am writing to express my interest in the Recording Arts Internship position at AEG Live, which was brought to my attention by Dr. Tim Jones, Associate Professor of Arts and Media at the University of Colorado Denver. I am on schedule to graduate in May 20xx with a Bachelor of Science in Music and believe my academic projects and previous work experiences in the entertainment industry are a good match for the requirements of this internship.

AEG's continued focus on recognizing local comedic talent in its Annual Comedy Skit Benefit pairs well with my experience developing short comedies. In Film Post Production IV, I wrote, casted, directed, filmed, and edited a 6-part series of 10-minute comedies using Final Cut Pro. Similarly, AEG's recent fundraiser for the Colorado Coalition for the Homeless served as the inspiration for my own work writing, creating, and editing 5 documentaries on the lives of Denver's homeless population. Producing these films provided me with firsthand working knowledge of Adobe Photoshop, Adobe Illustrator, and Avid Pro Tools.

In addition to coursework, I have more than 5 years of customer service experience, enabling me to work well with a variety of individuals and teams. At Nitro Records, I worked on a number of grassroots marketing campaigns, where I promoted over 20 local music events and generated 10 unique press releases each month. This position also entailed maintaining and reporting revenue data for each concert to assess the effectiveness of individual marketing campaigns and allowed me to enhance my skills in providing technical support for individuals using audio and visual equipment. While serving as a member of the staff at the CU Denver College of Arts and Media office, I filed, photocopied, and managed the phones for 18 busy faculty members. I believe I am a great candidate because I bring extensive hands-on experience and knowledge of the entertainment industry to AEG Live.

Thank you for your consideration of my attached résumé, references, and press release. I look forward to speaking with you in the near future and am excited about potentially working with the professional staff at AEG Live.

Best Regards,

Jenny Junior

Key Features for Jenny Junior's Cover Letter:

- Jenny was unable to find the name of the person reviewing the application, so she addressed her letter to "Dear Search Committee."
- She mentions the name of the person who told her about the position in her first paragraph.
- In her second paragraph, Jenny connects her experiences to specific reasons she wants to work for the company.
- The final paragraph mentions the specific items that the internship ad requested and the documents Jenny is attaching.

CASE STUDY: Senior

JOB SITUATION:

Colorado Bank is hiring a Level 1 Financial Analyst (Position #32568). This entry-level position requires a strong understanding of risk management and previous finance related experience. The ideal candidate will have

- A background in Finance.
- Proven ability to successfully create financial models with positive results.
- Knowledge of risk management and an understanding of asset protection.
- Strong communication skills, including an ability to conduct presentations.

ANDREA ANALYST

900 Auraria Parkway, Denver, CO 80204
303-556-2250

Andrea.Analyst@ucdenver.edu
www.Linkedin.com/AndreaAnalyst

April 15, 20xx

Ms. Rebecca Connors, HR Coordinator
Office of Human Resources
Colorado Bank Inc.
6000 South Market Street
Denver, CO 80218

Dear Ms. Connors:

Please consider me as a candidate for the position of Level 1 Financial Analyst (#32568) as posted on the Colorado Bank website. I will be graduating in May 20xx with a Bachelor of Science in Business Administration with an emphasis in Finance. My coursework and previous work experience have prepared me to function as a high-performing Financial Analyst for Colorado Bank.

Throughout my coursework, I have successfully completed more than 30 projects that have provided me with the skills needed for this position. My Financial Management project with ABC Company allowed me to develop risk management strategies and gain valuable experience implementing asset protection tactics in response to unpredictable markets. Additionally, these projects developed my presentation skills in summarizing the project outcomes to management teams and faculty, ranging in size from 5-50 attendees. While completing my internship with Programming Simplicity, LLC, I analyzed financial information from 6 departments and synthesized the data in 10 reports each week. During the course of my work, I realized the financial models employed by the company were out of date and did not utilize current technological developments. To address this issue, I developed over 20 financial models and implemented a more advanced system that increased the accuracy of forecasts. As a result of my efforts, Programming Simplicity experienced a 37% increase in its profit margin.

My experience working with and maintaining workplace diversity will be an asset to Colorado Bank. For example, when I worked at American Airlines as an Office Assistant, I supported my manager with client requests in the customer service department. I interacted and communicated with clients and made lasting connections for the company by listening to client needs and presenting them with solutions. From my previous experience in diverse work settings, I have learned that creating customer loyalty and having the client's interest in mind is the best approach in business, which is Colorado Bank's goal. This position will allow me to apply my skills and experience with various types of clients in a company that values diversity and integrity.

Thank you for your time spent reviewing my application. I look forward to the opportunity to speak with you in person to discuss further how I may best serve Colorado Bank. I will call Monday of next week to discuss my qualifications and my becoming a part of the team at Colorado Bank.

Sincerely,

Andrea Analyst

Enclosure: Résumé

Key Features for Andrea Analyst's Cover Letter:

- Andrea mentions the position number in the first paragraph of her letter.
- In her second paragraph, Andrea quantifies her successes, providing specific numbers for the financial models and profit increase.
- Andrea uses her third paragraph to provide a specific example of a situation, action, and result.
- Instead of mentioning her résumé in the body of the letter, Andrea chooses to identify her résumé as an "Enclosure" at the bottom of the letter.