**ACTION VERBS FOR COVER LETTERS**

- Choose verbs that are present in the job ad and company profile.
- Reduce redundancy by using a variety of action verbs.

**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 block-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.”
- Never assume titles. Use “Ms.” if addressing to a female.
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- 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.

**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.
  - Mention the qualifications you have that are relevant to the position.
  - Address why you are interested in working for the company.
- 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.
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 quantitative and qualitative research methods.
- Ability to facilitate work in collaborative team environments.

FRANKS FIRST-YEAR

900 Auraria Parkway
Denver, CO 80204

October 21, 20xx

Ms. Rebecca Connors, HR Coordinator
Office of Human Resources
AEG Live
555 20th Avenue
Denver, CO 80218

Dear Search Committee,

I am writing to express my interest in the Accounting 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 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 comic talent in its Annual Comedy Bit 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 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, Illustrator, and Audition 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, with whom I promoted over 20 local music events and generated 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 proofreading 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 worked with the Design team to design and generate the phones for 18 busy faculty members. I believe I am a good candidate because I bring 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,

Francis First-Year

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

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

January 20, 20xx
Office of Human Resources
AEG Live
555 20th Avenue
Denver, CO 80218

Dear Search Committee,

I am applying 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 a concentration in Finance. My previous work experience has 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 presentations skills in summarizing the project outcomes to management teams and faculty, resulting in scores of 5-10 and beyond. While completing my internship with Programming Simplicity, LLC, I utilized financial information from 6 departments and synthesized the data into 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 advanced financial models and implemented a more advanced system that increased the accuracy of forecasts. As a result of my efforts, Programming Simplicity experienced an 8% 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 tangible connections with my clients. Learning 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

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

April 15, 20xx
Ms. Rebecca Connors, HR Coordinator
Office of Human Resources
Colorado Bank Inc.
600 South Market Street
Denver, CO 80201

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 a concentration in Finance. My previous work experience has 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 presentations skills in summarizing the project outcomes to management teams and faculty, resulting in scores of 5-10 and beyond. While completing my internship with Programming Simplicity, LLC, I utilized financial information from 6 departments and synthesized the data into 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 advanced financial models and implemented a more advanced system that increased the accuracy of forecasts. As a result of my efforts, Programming Simplicity experienced an 8% increase in its profit margin.

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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 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.

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.

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, experiences to illustrate her qualifications.
- 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.