### Action Verbs for Cover Letters

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

**Managing**
- Advised
- Appointed
- Assigned
- Authorized
- Challenged
- Conducted
- Controlled
- Counseled
- Delegated
- Enlisted
- Facilitated
- Handled
- Headed
- Influenced
- Led
- Maintained
- Mediated
- Moderated
- Motivated
- Oberved
- Regulated
- Supervised

**Teaching**
- Coached
- Enabled
- Encouraged
- Evaluated
- Explained
- Guided
- Instructed
- Lectured
- Led
- Mentored
- Planned
- Reviewed
- Tested
- Trained

**Calculating**
- Added
- Allocated
- Appraised
- Audited
- Balanced
- Budgeted
- Collaborated
- Computed
- Divided
- Forecasted
- Multiplied
- Reconciled
- Supported

**Synthesizing**
- Aided
- Assisted
- Connected
- Contributed
- Cooperated
- Co-produced
- Fostered
- Helped
- Joined
- Participated
- Partnered
- Served
- Supported

**Increasing**
- Speeded
- Modernized
- Multiplied
- Revised
- Upgraded

**Writing**
- Developed
- Expanded
- Gained
- Improved
- Maximized
- Modernized
- Multiplied
- Revised

**Researching**
- Reorganized
- Related
- Researched
- Reconstructed
- Updated

**Writing Exceptional Cover Letters**

**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.
- Use a serif font (such as Times New Roman 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 date.
- 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 to “Dear Hiring Committee” or “Dear Human Resources.”
- Use a proper closing, such as “Dear Mr. Smith.”
- Address why you want to work for the company, if relevant and sincere.
- Use a proper closing, such as “Sincerely,” “Sincerely Yours,” or “Best Regards.”
- Provide your contact information.
- Include keywords from the job ad and demonstrate qualifications they value or need.
- Support statements with evidence or examples.

**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.
  - State that you are qualified for the position.
  - Offer to provide further information.
  - Thank the reader for his/her consideration.

**Other Considerations**
- Keep your cover letter at one page.
- Be concise and avoid wordiness.
- Promote yourself but avoid coming off as arrogant.
- Consider using a bulleted list format within a paragraph to express accomplishments.
- Edit and proofread carefully.
- Have multiple reviewers edit your cover letter.

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**General Cover Letter Recommendations**

**Writing**
- Make your cover letter stand out.
- Tailor your cover letter for each position.
- Keep your cover letter concise and to the point.
- Use action verbs to describe your accomplishments.
- Include specific examples to support your qualifications.

**Format**
- Use a standard block format.
- Use single-spaced body text.
- Include contact information.

**Writing Style**
- Use a professional tone.
- Use clear and concise language.
- Avoid using slang or jargon.

**Paragraph Guidelines**
- In the first paragraph, introduce yourself and your qualifications.
- In the second and third paragraphs, discuss your experience and qualifications.
- In the final paragraph, summarize your interest in the position and the company.

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**Writing Exceptional Cover Letters**

**Visual Style**
- Use a professional and clean design.
- Use a readable font.
- Use a consistent color scheme.
- Use a professional and clean design.

**Format**
- Use a standard block format.
- Use single-spaced body text.
- Include contact information.

**Writing Style**
- Use a professional tone.
- Use clear and concise language.
- Avoid using slang or jargon.

**Paragraph Guidelines**
- In the first paragraph, introduce yourself and your qualifications.
- In the second and third paragraphs, discuss your experience and qualifications.
- In the final paragraph, summarize your interest in the position and the company.

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**Other Considerations**
- Keep your cover letter at one page.
- Be concise and avoid wordiness.
- Promote yourself but avoid coming off as arrogant.
- Consider using a bulleted list format within a paragraph to express accomplishments.
- Edit and proofread carefully.
- Have multiple reviewers edit your cover letter.

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**Upgrading Your Cover Letter**

**Visual Style**
- Use a professional and clean design.
- Use a readable font.
- Use a consistent color scheme.

**Format**
- Use a standard block format.
- Use single-spaced body text.
- Include contact information.

**Writing Style**
- Use a professional tone.
- Use clear and concise language.
- Avoid using slang or jargon.

**Paragraph Guidelines**
- In the first paragraph, introduce yourself and your qualifications.
- In the second and third paragraphs, discuss your experience and qualifications.
- In the final paragraph, summarize your interest in the position and the company.

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**Other Considerations**
- Keep your cover letter at one page.
- Be concise and avoid wordiness.
- Promote yourself but avoid coming off as arrogant.
- Consider using a bulleted list format within a paragraph to express accomplishments.
- Edit and proofread carefully.
- Have multiple reviewers edit your cover letter.
CASE STUDY: Freshman

**JOB SITUATION:**
University Hospital is currently looking to hire a Volunteer Laboratory Assistant. A successful candidate will have:
- Strong leadership skills.
- Experience completing statistical analysis, including knowledge of SPSS.
- Knowledge and experience working with both qualitative and quantitative research methods.
- Experience working as a member of a team and in collaborative work environments.

**CASE STUDY:**

**JOB SITUATION:**
AEG Live is looking to hire an intern for the summer of 2014. 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 one year of previous marketing experience (academic or professional) and three years of customer service experience.
- Working knowledge of Avid, ProTools, Adobe Photoshop, and Adobe Illustrator.
- Experience writing press releases.
- Knowledge of different marketing techniques, including grassroots marketing campaigns.
- Candidates must submit a résumé, cover letter, press release sample, and a list of references with your application.

**Key Features for Francis Freshman’s Cover Letter:**
- Francis’ letterhead matches her résumé (see Guide to Writing Exceptional Résumés).
- At the end of her first paragraph, she provides a forecast of the subsequent paragraphs.
- As a freshman with limited experience, Francis focuses on coursework and non-work experiences to illustrate her qualifications.
- She mentions her leadership positions in high school and pairs them with action verbs that demonstrate qualities for the desired position.
- Francis signs her cover letter because she’s delivering a printed copy in person.

**Key Features for Andrea Analyst’s Cover Letter:**
- Andrea mentions the position number in the first paragraph of her letter.
- Because she has more experience, Andrea uses her third paragraph to provide a specific example of a situation, action, and result.
- In her second paragraph, Andrea quantifies her successes, providing specific numbers for the financial models and profit increase.
- 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.

**Andrea Analyst**

455 S. Hanover Dr., Denver, CO 80202
933-548-9713
analy@livebox.com

April 15, 2014
Mr. Rebecca Cameron, HR Coordinator
Office of Human Resources
Colorado Bank Inc.
9201 South Pearl Street
Denver, CO 80226

Dear Mr. Cameron:

Please consider me as a candidate for the position of Level 1 Financial Analyst (#32268) as posted on the Colorado Bank website. I will be graduating May 2014 with a BS in Business Administration with an emphasis in finance. My coursework and previous experience prepared me to assume a high-performing financial analyst for the Colorado Bank.

Throughout my coursework, I have successfully completed more than 30 projects that provided me with the skills needed for this position. My Financial Management project with ABC Company assisted me to develop the management strategies and gain valuable experience preparing and analyzing assets and liabilities, as well as formulating strategies for managing current and future financial projects. Additionally, these projects developed my presentation skills in analyzing the project outcomes to managers and faculty, ranging in size from 5-50 attendees.

I am currently responsible for preparing analysis reports, researching various databases, and summarizing data for the bank’s clients. Specifically, I have completed various reports and analysis projects for clients such as ABC Bank, XYZ Corporation, and DEF Industries. As a result of my efforts, our company has enjoyed increased profitability and reduced financial risk. I am confident that I will continue to demonstrate the same level of commitment, dedication, and professionalism in this new position.

Thank you for your time and consideration. I look forward to the opportunity to meet with you in person to discuss further how I may best serve Colorado Bank. I will call Monday of next week to set up an interview time.

Sincerely,
Andrea Analyst