

# CAREER SERVICES

## Cover Letter Guide and Template

The goal of a cover letter is to show how your skills, education, experiences and interests meet the needs of the position and make you a great fit for the company. Each cover letter should only be one page long and should be unique and tailored to the *specific position and company*. Know as much as possible about the duties and skills required for the position as well as the mission, initiatives, and goals of the company. Conduct this research by thoroughly reviewing the job description, the company's website and LinkedIn page, and any other sources that may be available. While it may seem like a lot of effort initially, you will receive more responses to your application compared to a generic cover letter. Always include a cover letter in your job applications, unless application instructions specifically indicates resume only.

Your Name

Street

City, State ZIP

Phone and Email Address

← Space  
Date

← Space

Name of Recipient

Job Title of Recipient

Company

Street

City, State ZIP Code

← Space

← If you do not know the recipient's name and/or title, delete these first two lines

↙ - Use proper prefix (Mr., Ms., Dr.)

- Use semi-colon at end

Dear [Mr./Ms./Dr.] [Last Name] (or put "Hiring Director" if recipient is unknown):

← Space, do not indent next paragraph

This will be your introduction paragraph. The following is a helpful formula for the content in this paragraph: ***A relevant passion or interest + what you know/like about the company = what led you to apply to the position.*** This paragraph serves to catch the reader's attention and highlight your purpose.

← Space, do not indent next paragraph

For your second (and third paragraph if needed) consider the following formula; ***A relevant experience/skill/knowledge + what you learned/gained/accomplished = how you will contribute to the company or succeed in the position.*** Be careful not to just repeat what is on your resume. The purpose of the body paragraph(s) is to demonstrate how you will excel as a result of your skills, knowledge and experience.

← Space, do not indent next paragraph

The conclusion is where you will thank them for your time, make a strong closing statement about your education, work experience, and passions, and state that you look forward to a personal interview.

Sincerely,

← 3 spaces to leave room for your signature

Your name (typed)



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