

Seaver College Career Center  
**COVER LETTER 101**

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1. ALWAYS write a cover letter, unless otherwise stated.
2. FORMAT: This is a business letter – short and to the point.  
Use resume paper for the hard copy.
3. HEADING: Use the same heading as you have on your resume.
4. ADDRESS IT to someone whenever possible. Find a name and address by going to the company website if it is not on the job posting.  
Or use: Dear Human Resource Manager, Recruiting Manager, Internship Coordinator
  - a. Spell their name correctly and confirm gender if their name can be used by men or women: Mr. Taylor Smith or Ms. Taylor Smith
5. TARGET your cover letter! The purpose of a cover letter is to elaborate upon your strengths by directly relating what you have to offer in that position to this company or organization.  
Do not repeat your resume.  
Do not copy sample cover letters verbatim.
  - a. Highlight accomplishments, measurable results, qualitative skills such as communication, attention to detail, team-player, work independently, time management, etc. Support with examples.
6. JOB POSTING: Print out a copy of the job posting to assist with the focus of your letter.
  - a. Underline the skills and qualifications that you have.
  - b. Consider any additional knowledge you have about the job/company/industry which may also be helpful in targeting your comments.  
Job posting states: Must have exceptional time management skills.  
Cover letter: (skill/strength + supporting example)  
*Weak example* - I have exceptional time management skills.  
*Strong example* - My ability to manage my time well has allowed me to maintain a strong academic record while participating in both internships and activities.
9. SELL YOURSELF! Keep the focus on what you will add to their company, not how this will help your career.  
Avoid: Your company has such a strong reputation and it would be a great opportunity for me to work for you.  
Better: During my internship with company Y, I developed the analytical skills that would strengthen my contribution to your department.
10. NO SPELLING OR TYPING ERRORS!