

I COVER LETTER TIP SHEET

Your cover letter serves as a way for you to summarize your qualifications, state your interest in a position, and stand out from other applicants. Cover letters should always accompany each resume and are specific to each opportunity you are pursuing.

BE PURPOSEFUL & SPECIFIC

- Convey your enthusiasm for the position and knowledge of the company
- Provide support and examples that showcase the skills required for the posting
- Focus on accomplishments and measurable results to show you are a good fit

BUSINESS WRITING PROTOCOL

- Address your cover letter to a specific person whenever possible
- Write clearly and concisely, using proper grammar. Limit to one page
- Be sure to include a proper header, an appropriate salutation, and closure

DO NOT MASS PRODUCE

- Mass produced letters are easy to detect and may subtract from your application
- Relate your specific skills and experiences to each individual position
- Reflect your knowledge of the company, the industry, and/or the position

STRUCTURE

GREETING

- Begin with "Dear First Name Last Name,"
- Do background research to find Hiring Manager's name if not provided
- If unavailable, use "Dear Hiring Manager,"

1ST PARAGRAPH (INTRODUCTION)

- Capture the reader's attention
- Indicate the position you are applying for and how you learned of the vacancy
- Outline the specific reasons why you are ideal for the position
- Sell yourself in paragraph 1 - articulate why you are well qualified for the position

CLOSING

- End with "Sincerely, First Name Last Name"
- Consider using a digital signature to show professionalism

2ND & 3RD PARAGRAPH (BODY)

- Reinforce an image of yourself that includes as many of the desired qualities as possible
- Show, don't tell. Do not tell the employer you have a skill, provide evidence
- Refer to your resume, but do not simply list the contents of it
- Emphasize how your experiences are connected to the position and will benefit the company

4TH PARAGRAPH (CONCLUSION)

- Express your strong interest in the position and your desire to discuss your application further in an interview
- Give a brief summary of the key points in the letter, but avoid repetition

Schedule an appointment with the Economics Career Center to have your cover letter reviewed!

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