PROFESSIONAL LETTERS
Stand out against your peers

3/4 of recruiters would remove applicants with typos or grammatical errors

23% of employers would remove applicants if cover letters were too long. Strive for a 300-400 word range

LAYOUT AND APPEARANCE

A
Professional font consistent with resume

Sign letter at bottom of page or leave blank if sending electronically

Keep letters to 1 page

ABC
Free of typos and grammatical errors

WRITING STYLE

YOU...
Avoid beginning all sentences with “I.” Place a greater emphasis on the word “you”

Divide your text into paragraphs or use bullet points to make it easier to read

Always convey confidence and a positive attitude

Provide specific examples of your qualifications. Explain how you have done something vs. how you can do something

OVERALL IMPRESSION/EFFECTIVENESS

Address your letter to a specific person and tailor to the position and company

All items cited in your cover letter should also appear in your resume

Carefully read all the company’s instructions before submitting the application

STRUCTURE

Opening Paragraph:
• State why you are writing, the position to which you are applying, and your interest in the organization and position

Second Paragraph:
• What are your qualifications?
• Why are you the right person for this position?

Final Paragraph:
• Re-state your interest
• Thank the employer

PROFESSIONAL E-MAIL ETIQUETTE

In subject line, make it obvious why you are writing: “Application for XYZ position”

Name your document “Your name_cover letter”

UNIVERSITY OF WISCONSIN River Falls CAREER SERVICES

187 Rodli Hall
715-425-3572
www.uwrf.edu/careerservices
Submitting an Application by E-mail

Option 1 - Brief Introduction:

Dear Ms. Clark:

Please accept the attached cover letter and resume as my application for the XYZ position at ABC company (Job Posting #123). My skills and experience closely align with the posted job description, which make me an excellent fit for this position. I look forward to hearing from you soon.

Thank you,

Joe Meyer

Option 2 - Insert Your Cover Letter:

Dear Ms. Clark:

Please accept the attached cover letter and resume as my application for the XYZ position at ABC company. As a leader in green business operations, I was drawn to your company and the services you provide your community. Contributing to a company that provides services to its community in an eco-friendly manner is a goal of mine. Due to my experience in the industry and passion for contributing to your mission of eco-friendly operations, I believe I am an ideal candidate for this position.

You are seeking a candidate who is knowledgeable and experienced in the banking industry, while also able to work cooperatively with co-workers and clients from diverse backgrounds. As a Business Administration student at the University of Wisconsin-River Falls (UWRF), I have taken advantage of numerous opportunities to gain relevant banking, finance, and customer service experience. For the past two years, I worked as a bank teller at Wells Fargo where I efficiently served customers from diverse backgrounds, balanced my drawer with great attention to detail, and mentored new tellers. In addition, I served as the Treasurer of the UWRF DECA student organization, studied abroad in Scotland, and completed a financial management internship this summer. These experiences enhanced my leadership, teamwork, customer service, and time-management skills, which will be beneficial at ABC company.

The opportunity to become a contributing member of ABC company and uphold the tradition of providing exceptional, eco-friendly service is exciting. I look forward to hearing from you soon, and I appreciate your consideration.

Sincerely,

Joe Meyer
Cover Letter Format

Cover letters allow you to introduce yourself and highlight unique experiences that make you stand out. This letter allows the employer to gain a better understanding of your skills, interests, and qualifications while demonstrating your written communication skills and abilities as well. You may use the outline below as an outline to help you format your letter.

Jordan Gaetz
123 South 7th Street, River Falls, WI 54022, 715-435-7692, jordan.gaetz@my.uwrf.edu

Date

Employer’s Name, Title
Company/Organization Name
Street Address
City, State, Zip Code

Dear Mr./Ms. ____:

Opening Paragraph:
State the following: why you are writing this letter, the position to which you are applying, and your interest in the organization and position.
Begin by stating the position to which you are applying. If you have a personal connection to the organization, mention your connection in this paragraph (if including an individual’s name, be sure to ask for their permission). You can also personalize each letter by showing interest in the company/organization, but be careful not to simply restate facts about the organization. Instead, mention why you are a good fit for the position and organization.

Second Paragraph(s):
What are your qualifications? Why are you the right person for this position? Pique the employer’s interest so they will want to read your resume and schedule an interview.
Sell yourself. Give the employer a reason to read your resume by explaining specifics about your skills and experience related to the position. Continue to tie your knowledge of the company, position, industry, or field into your examples. Utilize the position description to tailor this section of the letter to each position. This section can be in paragraph or bullet point format.

Final Paragraph:
Restate your interest, thank the employer, and mention your desire for an interview.
Close your letter by restating your interest in the position and thank the employer for their consideration. Mention that you would like to discuss your qualifications with the employer at their convenience.

Sincerely,

(Sign Here-No need to sign if submitting electronically)

Your Name Typed Here
October 20, 20XX

Mr. Doug Evens, Director of Marketing and Sales
ABC Corporation
102 Main Street
Pella, IA 50219

Dear Mr. Evens:

Please accept this cover letter and resume as my application for the Information Technology Internship with ABC Corporation. Sandy Thomas, IT Supervisor at ABC Corporation, referred me to this position. Sandy and I spent quite a bit of time discussing the position and company, and I would be honored to apply my determination to learn and desire to serve others to ensuring operations continue running smoothly as a member of the IT team at ABC Corporation. My qualifications and skills make me an excellent candidate for this position.

My qualifications include:

- Currently a Junior, pursuing a Bachelor’s degree in Mathematics with a minor in Computer Science at the University of Wisconsin-River Falls
- IT-related work experience including troubleshooting, effectively communicating technical solutions to individuals with little technical knowledge, and supervising/mentoring a team of five employees
- Proficient at using languages including Java, HTML, C, C++, SQL; tools including Dreamweaver, JBuilder, and Oracle SQL; and various operating systems including Windows XP, Linux, and Mac OS X
- Exceptional customer service skills developed through three years working in the hospitality industry
- Highly organized individual with excellent problem-solving skills and attention to detail

I would be honored to apply my classroom knowledge, hands-on experience, and professional skills to help ABC Corporation achieve its goals. Thank you very much for your time and consideration, and I hope to hear from you soon.

Respectfully yours,

Lisa M. Roberts
December 5, 20XX

Mr. Brian Shrack, Executive Coordinator
ABC Corporation
555 North Farwell Street
Eau Claire, WI 54702

Dear Mr. Shrack:

Please accept this cover letter and resume as an application for ABC Corporation’s Marketing Coordinator position. In my current position, I assist local organizations with finding talented employees. I believe there is a strong parallel between my goal and ABC’s goal of facilitating the growth of job opportunities in the Eau Claire area. My experience and educational background make me an excellent candidate for this opportunity.

While working as an event coordinator for the past three years, I developed marketing plans and managed event details for 12 large and small-scale events annually. Utilizing Adobe Creative Suite and web design programs, I created both electronic and print promotional materials for websites, newspapers, and local publications. I have also written and distributed press releases and event invitations, as well as participated in newspaper, radio, and campus television interviews. In order to achieve these goals, I supervise two interns who assist in designing promotional pieces. We meet bi-weekly to track progress, plan future priorities, and tackle any urgent tasks that arise. Supervising interns is something I enjoy because of the excitement they bring to each project, and I would be honored to supervise employees in the Marketing Coordinator position.

In addition to my experience as an event coordinator, I received a Bachelor’s degree from the University of Wisconsin-River Falls in Marketing Communications. Through my academic program, I learned about effective marketing techniques, utilized applicable technology including social media and Adobe Creative Suite, and created a marketing plan for a local employer that was implemented.

Managing and implementing all aspects of marketing is a true passion of mine, and I am excited for this potential opportunity with ABC Corporation. I look forward to speaking with you personally about my qualifications. Thank you for your time and consideration.

Sincerely,

Georgina Starbuck
November 3, 20XX

Hiring Manager
ABC Corporation
N8350 High Road
Watertown, WI 53094

Dear ABC Corporation Hiring Manager:

Please accept this letter and resume as my application for the Calf Management Intern position at ABC Corporation. My passion for agriculture was found early growing up and working on dairy farms, but I am especially particular to neonatal calves. Through these experiences, I have learned the importance of healthy calves and how it relates to the future of the herd for many years. I believe these opportunities have impacted me in a way that can benefit ABC Corporation.

My educational and professional experiences make me a strong candidate for this position. Some of my qualifications include:

- **Experience with Neonatal Calves:** Through my experience at CDE Company, I found my passion for calves, specifically neonatal calves. In this position, I cared for all newborn calves directly after birth by milking the dam, testing the colostrum quality, and feeding the calf as soon as possible after birth. It was my responsibility to make sure all calves were vaccinated, tagged, and dehorned and to record all information in the calf book. This experience led me to pursue my current position as a calf barn and maternity worker at EFG Company, where I have learned different techniques of raising and caring for newborn calves.

- **Passion for the Dairy Industry:** By growing up on a dairy farm, I had the opportunity to find my passion early in life. I was able to experience many areas of animal agriculture, which allowed me to find my passion for dairy calves. By the time I was a freshman in high school, I was managing our calf barn and completing all the tasks necessary for raising calves, such as feeding, bedding, diagnosing illnesses, developing treatment protocols, and weaning.

- **Dairy Science Coursework:** Through my coursework in Dairy Science at the University of Wisconsin-River Falls, I have gained a better understanding of the dairy industry and its processes. Through my dairy production and calf raising classes, I have learned how to successfully and efficiently care for neonatal calves and gained experience performing daily health checks around the farm. I am excited whenever I can apply my classroom knowledge to everyday activities on the farm.

I would be honored to join the ABC Company team as a Calf Management Intern and assist in the research and care of the neonatal calves. Thank you for your consideration of my qualifications, and I look forward to hearing from you.

Sincerely,

Ryan Timms