

# Writing an Engaging Cover Letter

## For Alumni

Employers often ask for cover letters. Even with a “50/50 read rate,” they are a tool that you need in your job search toolkit.

### COVER LETTER BASICS

- It must be well-written. Grammar and spelling count! This letter serves as your writing sample. Always proofread aloud before sending.
- A poorly written letter will likely eliminate your chances of securing an interview; a sloppy letter predicts sloppy work performance to an employer.
- It serves as a tool to help you clearly articulate the values you bring to an employer and the skills that match those they want in a job seeker.
- The letter must be personalized for each position for which you have applied or are applying to.

### LAYOUT

- Length: 1 page maximum
- Font Size: 10.5-11 point
- Font Style: Times New Roman, Arial, Calibri, and Garamond are all acceptable, professional, and easy to read
- Appropriate Greeting: “Dear Mr./Ms./Dr. [Last Name]:
- Include your details at the top, or copy and paste your resume header so that all of the important contact information is clearly seen.
- Address it to the correct corporation, person, agency, or business. This is VERY important.

### BODY

**Paragraph 1:** Include your name, university and year, and then the position and organization to which you are applying. Be sure to explain why you are most interested in them, and what excites you about this opportunity. Conduct research and be specific.

**Paragraph 2:** Highlight your qualifications, personal qualities, accomplishments, and most relevant experiences as they relate to the position and support with evidence. Try to choose 2-3 specific points you want to make regarding these qualities, skills, and/or accomplishments. Emphasize how you can contribute to the organization’s goals. This paragraph will change according to the job/internship for which you are applying. Provide 4-6 skills and strengths in bullet points; with a 3 second read time, this technique serves to catch the employer’s eye.

**Paragraph 3:** Indicate your excitement or interest and that you know you will add value given your background and enthusiasm. Indicate you will follow up. If salary expectations or date

available to begin work are requested, include a response here. Close by thanking the reader for their consideration and reiterate that you believe you would be a valuable contributor.

## Following Up After Interviews and Career Fairs

### **THANK YOU NOTES**

If you want to be remembered and stand out, send a thank you note! Thank you notes should be emailed or mailed within 24 hours of the interview. Always proofread aloud and have someone review prior to sending. For a handwritten note, please write clearly and legibly. An illegible note will work against you.

Email: In the subject line, type “Thank You - [Your Name].”

Dear [Insert title and last name],

I appreciated the opportunity to meet with you yesterday regarding the Volunteer Coordinator position at the Franklin County Animal Shelter. I know that with my proven interpersonal and organizational skills, my passion for helping animals find safe homes, and my previous internship at the Ohio Wildlife Center, I will be a positive and strong contributor to the FCAS team. Thank you again for your time and consideration. Please let me know if you have any further questions. I hope to hear from you soon.

Sincerely,  
Bob Bishop

### **EMAIL FOLLOW-UP**

If you are asked to attach a separate cover letter and resume, your email might read as follows:

Dear [Insert title and last name],

As per our phone conversation, I am attaching a copy of my cover letter and resume. I am very excited about the possible opportunity to interview for [x] position. Please let me know if you need any further information.

Sincerely,  
Bob Bishop

## **Sample Cover Letter**

Jane D. Bishop

123 Wesleyan Street, Delaware, OH 43015 • jbishop@owu.edu • 740-111-2222

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January 31, 2020

[Insert Title & Full Name], Recruiting Manager  
PricewaterhouseCoopers  
123 Polaris Parkway  
Columbus, OH 42190

Dear [Insert Title & Last Name]:

I have always been drawn to opportunities that require a blend of my problem-solving skills, computer expertise, and creativity. As indicated on your website, these are also three strengths that PricewaterhouseCooper prizes in its employees. As such, I was excited to see an Audit position in the Assurance and Business Advisory Services Division (#00098) posted on your website. I want to be part of the PwC auditing team as this company is a traditional leader in providing high-quality, world class services to its clients.

As an Ohio Wesleyan University graduate and Business-Accounting double major with a 3.7 GPA, I am a highly energetic and involved individual. Through various classes and jobs, I have developed the much needed analytical, problem-solving, team participation, and communication skills necessary for public accounting. At my past internship with CSC, I have been part of a team of twenty people working on ways to lower the company's effective tax rate. This experience involved working with team members at various levels to analyze IRS and State Regulations and developing creative and efficient solutions to various problems.

Colleagues and peers will tell you that I always give 100% effort, have a positive attitude, and continually exceed expectation. I have been recognized for exceptional leadership and service through interfaith service trips, as President of the Campus Programming Board, and as a Resident Assistant. It is my goal to continue to deliver award-winning services to PricewaterhouseCooper's clients.

I am very excited about the opportunity to be part of the PwC Audit Team and am grateful for your review of my application. Given my strengths, internships, and college experiences, I know I would be a valuable contributor to the PwC team. I look forward to hearing from you soon to discuss the possibility of an interview. Thank you in advance for your consideration.

Sincerely,

Jane Bishop