

# Cover Letter Guide

---

## General Cover Letter Guidelines

### Sizing, Font, and Margins

- Keep font sizes 11-12
- Use a professional and easy to read font (Calibri, Arial, Verdana, etc.)
- Margins should be between .5 inch to 1 inch (narrow to normal settings on Microsoft Word)
- Use block style formatting (no indents for each paragraph)
- Use same Headers across all applicant documents of Resume, Cover Letter, and References

### Do

- **Use the same header as your resume**
  - Copy and paste so formatting is exactly the same
- **Keep them short (Less than 1 page)**
  - Each paragraph should have no more than 4-5 sentences
- **Address the letter to a specific person by name and title if possible**
  - If you are responding to an ad, call the company and ask the name of the person hiring
  - If it isn't going to one specific person, address it to the Hiring Manager
- **Match your experience to the company's requirements**
  - Go through the position description and take note of their required and preferred skills and qualifications to help you choose which experiences to write about
- **Read and reread your cover letter**
  - Ask someone else to review your cover letter for flow and to catch any missed errors
- **The average time spent reading a cover letter is 20-30 seconds**
  - To improve employer's attention and make your qualifications stand out use bulleting, highlighting, under-lining, bolding, and indenting sparingly
  - Highlighting accomplishments with quantitative and qualitative data is encouraged
- **Save a copy on your computer of every letter you send**
  - You may be able to reuse *small* portions in future letters

### Don't:

- Exceed one page
- Double space (everything should be single spaced)
- Use the same cover letter for all of your applications, customize it instead
  - Cover letters are meant to show why you are the best candidate for that *specific* job and every job description may ask for different skills/qualifications
- Start every sentence with "I"
  - Other ways to start: In my position as... This experience taught me...

# Sample Student

123-456-7890 | samplestudent@XXXXX.com

---

Date

Firstname Lastname

Title

Company/Organization Name

Address

Requisition or Advertisement Number – Job Title, Area

Dear Firstname Lastname or Hiring Manager:

**Section 1:** Introduce which position you are applying for, how you found out about it, and why you are interested in the specific position or company. Why do you want and how will you contribute in this position? Why do you want to be employed with this employer? Briefly introduce what makes you a good candidate.

**Section 2:** Further expand on the qualifications and skills you have that would make you a strong candidate for the position. How have you used these skills in previous positions? Explain relevant experiences. Using bulleted sentences below this paragraph can be very effective.

\*\*\*Avoid giving an overview of your work history and only focus on the positions and responsibilities that demonstrate the skills you have that the employer has asked for in the job description. This section is not a duplication the bullet point statements in your resume.

**Section 3:** Restate your interest. Thank the reader for their time and consideration, then provide your best contact method (email and/or phone). Show interest in hearing back.

Sincerely,

← Have only 1 space here

Sample Student (use italics for electronic communications or an e-signature)

# Samuel Sample

123-456-7890 | samplestudent@XXXXX.com

---

March 10, 2023

Human Resources  
Walser  
1234 Internet Street  
Rosemount, MN 55068

Automotive Technician, Burnsville

Dear Hiring Manager:

It's exciting to hear of this opening! After viewing your job posting for the Automotive Technician position with Walser on Indeed.com, I'm submitting my resume for your consideration. Walser's vision to create the best culture and brand is a shared value with which I strongly identify. I am enthusiastic about this position as it allows me to use my advanced knowledge and automotive experiences to help shape a top-quality customer service experience for Walser's customers.

I have demonstrated my abilities during two years at ABC Auto, working in a high-volume service center focused on a broad spectrum of vehicle repairs, including engine rebuilds. Before my role at ABC Auto, I worked for an additional two years at multiple service centers completing complex brake system repairs along with other repairs. The full four years of Automotive repair experience I bring make me an excellent candidate for the Automotive Technician position with Walser.

Furthermore, I recently entered the Automotive Technician program with Dakota County Technical College (DCTC) for an Associate's degree. During prior Automotive schooling and employment, I excelled at:

- Insert Here (Match Job Postings with the required and preferred skills and knowledge you have)
- Insert Here
- Insert Here
- Insert Here
- Insert Here
- Insert Here

I am passionate about working in an Automotive Technician role and believe I can make an important contribution to the Walser team. Please feel free to contact me at 651-222-5555 with any questions. Thank you for your time and consideration. I look forward to next steps in this search.

Sincerely,

*Samuel Sample*

# Samuel Sample

123-456-7890 | samplestudent@XXXXX.com

---

March 10, 2023

Jane Deer, Human Resources Manager  
SuperCare Management  
1234 Internet Street  
Rosemount, MN

Requisition or Advertisement Number – Job Title, Area

Dear Jane Deer:

It was with excitement, I'm connecting with you after viewing your opening for the Marketing Analyst position with SuperCare Management on Indeed.com. SuperCare's vision to create the best culture and brand is a shared value with which I strongly identify. I am enthusiastic to seek this specific position with you, allowing me to use a broad-based foundation of {transferrable background areas with} marketing experience to help shape the strongest brand presence. With a demonstrated ability to work in a {types similar to job} team, with hands-on marketing plan development, and knowledge in target audience analysis make me an excellent candidate for the Marketing Analyst position with SuperCare.

As a new Bachelor's of Supply Chain Management student at Metropolitan (Metro) State University, further refining expertise in supporting {job description qualifications}. Recently, I graduated from Dakota County Technical College (DCTC) with an Associate's degree in Marketing. During the summer of 20XX, I did a marketing internship with the YMCA and Student Affairs positions at DCTC. Within those positions, I excelled at:

- Worked effectively in a team to develop a useful marketing campaign to recruit greater membership.
- Utilized my coursework knowledge of target audience analyses within the marketing campaign.
- Leveraged the opportunity to be involved in the development and implementation of marketing strategies was energizing and led to developing many new skills and strengthening my existing skills in marketing.
- Insert Here
- Insert Here
- Insert Here

I am passionate about working in marketing and believe that I can make an important contribution to the SuperCare team. Please feel free to contact me at 651-222-5555 with any questions. Thank you for your time and consideration. I look forward to next steps in this search.

Sincerely,

*Samuel Sample*