Step-by-Step: Writing a Great Cover Letter

1. OPENING
   - Grab attention
   - Title of position:
   - Mention who referred you or state your interest in the position
   - Write a statement about your qualifications, achievements, or strengths

   I shine when...

2. MIDDLE
   - Market yourself
   - List a required job qualification from job posting
   - Give an example to show how you demonstrated the qualification
   - List specific results or outcomes
   - Combine Steps 1 & 2 into a statement

   Position qualification...

   Example
   - Skilled event planner

   Step 1
   - Successfully planned fundraising event
   - Resulting in $5,500 to a local nonprofit

   Step 2
   - Successfully planned a team fundraising event for a fraternity resulting in $5,500 to a local nonprofit

   Step 3

3. CLOSE
   - Bring it home
   - Restate your interest with the position and organization
   - PHONE # and EMAIL ADDRESS
   - Thank them for their time and consideration

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Dear Ms. Craft,

I would like to express my interest in the Career Center Student Ambassador position at Colorado State University. As a leader on CSU’s campus and a strong communicator, I have had experience in multiple guest service roles. The mission of the Career Center is appealing to me and I particularly shine when empowering students with resources to help them succeed.

I have proven success at professional communication and guest service skills through my work experiences, community involvement, and academic pursuits at CSU. Some highlights of my experience are:

- Independently presented and lead family tour groups of up to 20 in the CSU Admissions Office
- SLiCE LEAD certified: consisted of intense trainings on diversity and leadership skills from multiple campus offices
- Microsoft office and calendaring skills gained in previous work study position
- Successfully planned a team fundraising event for a fraternity resulting in $5,500 to a local nonprofit

With one year left at CSU, I would be able to put my skills to the benefit of the CSU Career Center. In May 20XX, I will graduate with a Bachelor of Arts in Communication Studies. Please contact me at 970-555-1212 or firstname.lastname@rams.colostate.edu so I can discuss how my skills can be of benefit to the CSU Career Center. Thank you for your consideration, and I look forward to hearing from you.

Sincerely,

[Your Name typed]

Formatting Tips
- Use a clean, legible font to display your name and contact information
- Match it to your resume
- Keep it professional (Mr./Ms.)
- Avoid using “To Whom it May Concern”
- Options: Dear Human Resources, Hiring Manager, or use department name

Open with your interest or a connection
- State title of position
- Open with your interest or a connection
- Jump right in with your qualifications

Align your skills & how you demonstrated qualifications.
- Align your skills & how you demonstrated qualifications.
- Include specific results or outcomes for each skill
- List successes (promotions, awards, etc.)

Restate your interests with the position and organization
- Restate your interests with the position and organization
- How can they contact you?
- Thank them for their time and consideration

Clean, legible, professional font in 10-12 pt size
- Single spaced, add one space between paragraphs
- Print on white or neutral paper (no crazy colors)
- File name ex: FullName_Application.docx

.5” – 1” Margins
- Indent bullets
- Spell check and reread

Salutation
- Keep it professional (Mr./Ms.)
- Avoid using “To Whom it May Concern”
- Options: Dear Human Resources, Hiring Manager, or use department name

Closing
- “Sincerely” or “Respectfully yours” (2 spaces) and your typed name.