



CAREER SERVICES

# Cover Letters

## Tips and Observations

1681 5th Avenue | (304) 696-2370 | [www.marshall.edu/career-services](http://www.marshall.edu/career-services)

123 Page Street  
Huntington, WV 25700

September 2, 2008

Mr. Perry Audikel, Mgr.  
The Book Nook  
1234 High Street  
Akron, OH 45000

Dear Mr. Audikel:

I am applying for the Assistant Manager position that you advertised with Marshall University's Career Center on August 7, 2008. I was pleased to see that the requirements and experiences you seek exactly match mine. I have enclosed my resume.

I will graduate from Marshall University with a B.A. in Management this August. I worked my way through school with jobs at the college bookstore and the Cabell County Library here in Huntington, WV. I am currently in charge of reconciling book shipments at the library and training new student assistants at the bookstore.

I am familiar with The Book Nook, as I have spent many summer afternoons there when visiting my grandmother. I still remember the summer when you were noted in the Beacon Journal for the Akron Entrepreneur of the Year Award. With my experiences and familiarity with your store, I believe I am a perfect match for your Assistant Manager position.

Can we get together at your earliest convenience to discuss what I can contribute to our business? I plan to be in the Akron area in October, should that fit your schedule. You may contact me at (304) 555-1234 or at my address above. I will call you next week before I leave Huntington if I don't hear from you by then. Thank you for your consideration. I look forward to talking with you and visiting The Book Nook again.

Sincerely,

*Victor Wray*  
Victor Wray

Enclosure

● Keep your letter to three or four paragraphs. The first should get to the point. What's your purpose for writing? What's the position? What/Who is your source?

● The second paragraph should emphasize your strongest qualifications that match the job requirements. You can make reference to your enclosed resume. Don't rehash it.

● Use the third paragraph to reveal what you know about the company, i.e. your research information.

● The last paragraph should indicate your action plan. Request an interview and indicate you will follow up.

● You should:

- write your own correspondence.
- address letters to specific individuals, along with their titles.
- use high-quality paper and envelopes that match the resume.
- keep the letter to one page.
- Avoid extraneous words and rehashing your resume.
- produce error-free, clean letters.
- tailor your letters to each situation/job.
- show appreciation to the employer.
- make your letters easy-to-read and attractive.
- be honest and able to back up your claims with examples.

● Place the most important items first, supported by facts.

● Keep the letters personal, warm and professional. However, do remember that business letters are formal, not informal, documents.

● Say what you mean directly without a lot of verbiage or redundancy.

● Write clearly and simply. Be positive in content, tone, and word choice.

