



CAREER SERVICES

Cover Letter Formatting Guide

(304) 696-2370 | career-services@marshall.edu

Cover letters can be a chore to write but are extremely important in the job search process. Cover letters need to be tailored to the specific job for which you are applying. While it is okay to have a template that you work from, you cannot simply copy and paste that template and call it a day. Take the time to find out what the unique problems and challenges of the organization might be. Show them how you have the qualifications to meet their needs.

Date

John A. Smith
123 Third Street
Huntington, WV 25755

Employer's Name

Title

Organization

Street Address

City, State, Zip Code

- Address to a specific person if possible. Call for a name if not listed. Use Mr. or Mrs.
- If name is unavailable use a title. For example, Dear Human Resources Director, Hiring Manager, Search Committee Chair

Dear _____:

Paragraph 1: The "Hook"

- Introduce your qualifications up front. Ex: Major or degree seeking
- Drop a name. Did someone within the company suggest you apply? Let them know!
- Highlight something about their business that made you want to apply.

Paragraph 2: The "Pitch"

- Highlight your relevant qualifications and results.
- Target what the organization needs or wants.
- Make it clear and easy to read.
- Talk about a relevant work experience that helps the company see what you would add to the position.
- Use buzzwords from the job description.

Paragraph 3: The "Close"

- Quick summary (one sentence).
- Call to action (request for a phone call or interview).
- Contact information.
- "Thank you."

Sincerely,

- 4 spaces
- Include your signature, unless e-mailing

Your Name (First and last name typed)

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