Cover Letter Formula

Your Street Address
Your City, State, and Zip
Your (area code) Telephone

Date:

His/Her Name
His/Her Title
His/Her Organization Name
His/Her Street Address
His/Her City, State and Zip

Dear Mr. /Ms. /Dr. Name:

Paragraph #1: Introduction – Be sure to include the following 3 items:
   A. Tell them who you are:
      “I was recently awarded a B.F.A. degree…”
   B. Tell them how you know them:
      “Your slide presentation during your April recruiting visit to CIA was stimulating…”
   C. Tell them why you are writing them:
      “I am exploring employment opportunities in your firm…”

Paragraph #2: Why YOU are the best possible candidate:
   A. Highlight an area of your resume which might be of particular interest to them:
      “The experience gained through my internship with ACME Publishers, provided me with the time management skills…”
   B. Tell them what specifically you have to offer:
      “My innovative work with CIBA chrome images would enhance your gallery’s photographic collection…”
   C. Tell them what you hope to gain:
      “As an entry level designer with your firm, I would further develop my rendering skills…”

Paragraph #3: Closing: What is your next step
   A. Suggest a follow-up to this letter:
      “I will be in your area next month, and will call to arrange a convenient time for you to review my portfolio…”
   B. Thank Them:
      “Thank you for reviewing my credentials…”

Sincerely,

Your Typed Name
Enclosure: resume