Writing Your Cover Letter

The cover letter you include with your resume is incredibly important—it’s your opportunity to make a strong case for yourself and demonstrate your super powers!

Your cover letter is where you make your pitch—summarize the skills and experience that make you perfect for the job, and express your passion for the field and interest in the company.

Write your brand statement:

My ____________ , ____________ , and ____________ make me an excellent candidate for this opportunity.

Think about how your experience, background, skills and passions/interests align with the specific job description. Make a list. This will guide your letter.

Your Experience
What you’ve done that fits the job:
Job/internship experience, class projects or self-driven work and volunteer experience

Your Background
How your background makes you a great candidate:
Academic background, cultural background or personal interests

Your Skills
Job-relevant skills you’ve demonstrated:
Writing, adaptability, research, time management, event planning, project tracking, etc.

Your Passions
Don’t be afraid to show some enthusiasm!
Why are you excited about the position? How do you want to contribute to the professional field or the company mission?
Look for keywords and phrases in the company’s position description to include.

Introduce yourself
Include your brand statement! Indicate who you are, the position you’re applying for and summarize your case.

Provide evidence
Support your brand statement! Summarize your education and job-based experience relevant to the position.

Show some passion
Express enthusiasm for the position and relate it to your interests.

Close with thanks
Thank the reader for taking the time to consider you for the position.

TIP: Proof it carefully (it’s a good idea to have a friend or family member proof it too) to make sure it’s concise and error free!