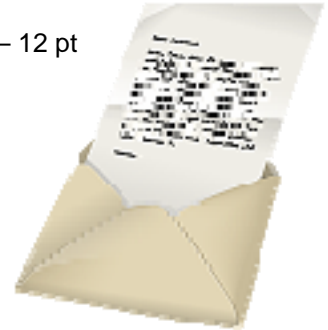


# Cover Letters

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## Common Guidelines

- **Paragraph and page length:** 3-4 paragraphs and 1 page
- **Font type and size:** Arial, Times New Roman, Gill Sans (easy to read types), 10 – 12 pt size
- **Your name and mailing address** should always be included, and the date
- **Use a standard business letter format** for cover letters
- **Margins:** ½ inch to 1 inch on all sides. Keep sides symmetrical
- **Write a unique cover letter** for each position you apply to
- **Address your letter** to a specific person, avoid “To Whom it May Concern”
- **Proofread** each cover letter and have others review it for typos, grammar and clarity
- **Name the document** appropriately when saving to your computer, (ex. Jane Doe Xerox Cover Letter 2007.doc)
- **Save your cover letters as .pdf** documents for easy electronic transmission
- **Print** on resume paper using a laser printer



## Before You Begin

Below is a list of what you will need to know/have before you begin writing each cover letter:

- A copy of your resume(s)
- Advertisement for each position you plan to apply to
- Contact information for a representative at each organization
- Knowledge about each potential employer

## Paragraph by Paragraph

Below are suggestions of what to include in each paragraph of your cover letter.

**1<sup>st</sup>:** State what position you are applying for and how you learned of the position. It is helpful to include a transitional sentence to set the tone for your letter.

*Example:* I'm writing in reference to the Account Manager position advertised on the Xerox website. After reviewing the qualifications you seek, I believe that my background and experience are a good fit. The attached resume highlights my active involvement in several organizations at Gettysburg College and skills; such as leadership and communication, that could be valuable assets to Xerox.

**2<sup>nd</sup>:** Address the specific needs of the employer and show how you can fill those needs. Do not simply list or repeat items on your resume. Highlight 2-3 relevant skills or experiences. Give examples and show transferable skills – it is up to you to show how what you have done connects to what the employer seeks.

**3<sup>rd</sup>:** This optional paragraph is a good place to highlight additional skills, a specific interest in the company, or educational experiences.

**4<sup>th</sup>:** The closing paragraph calls for action. You should mention your intention to follow-up with the employer and let the reader know that you want to interview for the position. Close by thanking the reader for considering your application.

A sample letter is on the other side.

# Make it Unique

It is easy to spot a 'canned' cover letter; one that is generically written and sent to every employer, regardless of the type of position advertised. Take the time to write a unique cover letter for each job you apply for and make sure that what you write *sounds like you*.

Jane Doe  
300 N. Washington Street  
Campus Box 425  
Gettysburg, PA 17325

Ms. Jennifer Smith  
123 Any Street  
Sometown, PA 17325

August 23, 2007

Dear Ms. Smith:

I'm writing in reference to the Account Manager position advertised on the Xerox website. After reviewing the qualifications you seek, I believe that my background and experience are a good fit for your organization and this position in particular. The attached resume highlights my active involvement in several organizations at Gettysburg College and skills; such as leadership and communication, which could be valuable assets to Xerox.

While at Gettysburg College, I seek new challenges, both in the classroom and out of it. As a student pursuing a major in Spanish, I also have a keen interest in the world of business. To supplement my academic pursuits, I, along with several classmates, have joined the Students in Free Enterprise club (SIFE). As active members of SIFE we have developed an award-winning business plan which is currently being implemented. This plan bridges my skill and passion for Spanish and my career-orientation for business --- we provide translation/language services to the local Spanish speaking population through partnerships with area businesses. Our goal was to have 3 partnerships; we have 6! Our attention to client needs and excellent management of each account has extended contracts and enabled us to broaden our available services.

Xerox has a strong reputation for both high quality products and exceptional customer service. It would be a great achievement to be a member of this team of dedicated professionals. The corporate culture of Xerox, which is described in great detail on Xerox.com, matches what I would describe as an ideal work environment.

I will contact you within two weeks to confirm that you have received my application material. At that time, I would welcome the opportunity to schedule an interview to learn more about the Account Manager position at Xerox. Thank you for your consideration and I hope to speak with you soon.

Sincerely,

Jane Doe

Enclosures