



## Cover Letter Guide

USE SAME HEADING/CONTACT INFO AS RESUME

Date

Employer's Name

Title

Company/Organization

Street Address

City, State, Zip Code

Dear \_\_\_\_\_: ←

- Address to a specific person if possible. Call for a name if not listed. Use Mr. or Ms.
- If name is unavailable, use a title. Ex: Dear Human Resources Director, Dear Hiring Manager

### First Paragraph:

- State the reason you are writing the letter – position you are applying for or inquiring about
- Grab the attention of your audience
- Source of referral, if any
- Include your interest in the position and/or company
- Flatter your audience by including company information found through research
- End the paragraph with a persuasive statement about why you are qualified or why you are the ideal candidate

### Second Paragraph:

- Demonstrate why you are qualified for the job/internship
- Emphasize what you can contribute to the organization
- Give concrete examples of your skills and experience
- Highlight information found on the resume, but do not simply repeat your entire resume
- May be 1-2 paragraphs

### Final Paragraph:

- Reiterate your interest in the position
- State your appreciation of the employer's consideration
- Include your intentions for follow-up
- Phone number/e-mail and best way to contact you

Sincerely,



- 4 spaces
- Include your signature

### Cover Letter Tips

- Keep your writing style simple and direct
- Present yourself in a positive and honest manner
- Proofread!
- Use same paper and same font as resume
- One page in length

Your Name (First and last name typed)

Enclosure (indicates something more than the letter is included in the envelope. Do not include this if you are e-mailing your resume/cover letter)

**Natalie L. Knight**

555 Third Street • De Pere, WI 54115 • (920) 337-5555 • natalie.knight@snc.edu

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September 8, 2006

Mr. Mark Jones  
Director of College Relations  
Hormel Foods Corporation  
1 Hormel Place  
Austin, Minnesota 55912

Dear Mr. Jones:

I am writing in reference to the Foodservice Sales Representative position as posted on the JobDirect.com website. In May 2007, I will graduate from St. Norbert College in De Pere, Wisconsin, with a Bachelor of Arts Degree in Communication, a minor in Business Administration and a concentration in Marketing. Through JobDirect.com I read with great interest that Hormel Foods Corporation will be hiring 20 “Foodservice Sales Representatives” nationwide during the next year. After reviewing the position description on JobDirect.com and then Hormel’s Web site, I believe the position would take advantage of key skills and qualities that I possess, including interpersonal skills, strong presentation skills and the ability to create innovative solutions for complex problems. Thus, I would like to apply for the position and share with you how I can be an asset to your sales team.

As noted in your description, the position requires implementing “marketing/promotion strategies” for products at the distributor level. My enclosed resume highlights current and previous experience that I have in the field of marketing and sales. Currently I serve as Marketing Assistant Intern with Promotions Management Incorporated. In this position I utilize my creative abilities and communication skills to assist with trade shows and other promotional events. This past summer, I worked as the Special Markets Department Intern with Sargento Cheese. In this position I created five sales presentations that were then used for new accounts. In addition, I gained experience researching product histories and reviewed current sales data. Both of these experiences, as well as the sales experience I gained as a Sales Associate with Elder Beerman, would serve as a fantastic foundation for my role as a “Foodservice Sales Representative”.

In addition to my specific interest in this position, I also am interested in the advancement opportunities within Hormel. I understand your training program is highly respected and educational. My solid foundation as a liberal arts student has provided me with the abilities to learn quickly, adapt to new situations, and work in a team environment. I believe these qualities make me a competitive candidate for your program.

Thank you for considering my qualifications for the Foodservice Sales Representative position. I will call you the week of September 20<sup>th</sup> to inquire when we can meet to discuss the position in more detail. In the meantime, if you would like to contact me, please feel welcome to reach me via telephone at (920) 337-5555 or e-mail at natalie.knight@snc.edu.

Sincerely,

Natalie L. Knight

Enclosure: resume

**Natalie L. Knight**

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555 Third Street  
De Pere, WI 54115  
(920) 337-5555  
natalie.knight@snc.edu

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December 8, 2006

Ms. Sally Smith  
Director of Human Resources  
Broadway Consulting  
1515 Fifth Street  
Green Bay, WI 55555

Dear Ms. Smith:

I am writing to inquire about potential internship opportunities within the Marketing Department at Broadway Consulting for this summer. I was referred to your company by Professor John Smith, my Marketing Promotions Instructor. I am excited about the possibility of an internship with Broadway Consulting because of your status as one of the best places to work as voted in the Bay Cities Magazine, as well as the solid reputation you have in the Green Bay area as a creative leader. I believe completing a summer internship with your organization would allow me to utilize my skills in market research, creative problem solving and strong verbal and written communication skills.

Currently I am a junior at St. Norbert College working on a Bachelors Degree in Business Administration, with a concentration in Marketing. In my current position as Marketing Intern for the St. Norbert College Career Services Office I have implemented changes in the way workshops and events are communicated to students. I have done extensive research on new technology being used by students and have implemented the use of podcasts and instant messaging to better reach the student body of St. Norbert. I have creatively updated handouts in our office and created a more visually appealing bulletin board advertising the services of the Career Services Office. In addition, I have served as the rush chair for my sorority. I created a successful marketing plan for the recruitment process, which resulted in a 30% increase in new membership for this school year. I would welcome the opportunity to apply my education and previous marketing experience at Broadway Consulting.

Thank you for considering my qualifications for an internship with Broadway Consulting. I will follow up with you the week of December 15<sup>th</sup> to further discuss my qualifications and any opportunities that may be available. In the meantime, if you would like to contact me, please feel welcome to reach me via telephone at (920) 337-5555 or e-mail at natalie.knight@snc.edu.

Sincerely,

Natalie L. Knight

Enclosure: resume