COVER LETTERS & OTHER CORRESPONDENCE

Bryant University
Amica Center for Career Education
What is a cover letter?

• Often accompanies your resume when you apply for a position.

• Provides a positive first impression.

• Allows you to expand on your achievements and demonstrate your writing competency.

• Usually 1 page.

• Grabs the reader’s attention by matching examples of your skills with position needs.
When do you write one?

• When requested by an employer.

• If you have a contact person and want to make a stronger impression. *Note: it is always best to write to a specific person, when possible.*

• You should **ALWAYS** tailor your cover letter to the specifics of the position. **NEVER** write a generic letter.
Parts of a cover letter – 1\textsuperscript{st} paragraph

- Introduction of yourself including: who you are and why you are writing.
- Be sure to include the name of the person who suggested you apply to the position (if you have one).
- Start your letter showing some enthusiasm for the position and/or company.

**Example**

Enthusiasm \hspace{0.5cm} what are you applying for \hspace{0.5cm} recommended by \hspace{0.5cm} who you are \& why interested

I was excited to see your posting for an office Administrative Assistant for the Stop and Shop branch in Lincoln, RI. I was recommended by my neighbor, Sandra Bullock, who works in your Seekonk, MA location. As a first year student at Bryant University majoring in Management and minoring in Communication, I am eager to gain some work experience in an office setting.
Cover Letter 1st Paragraph

Example Inquiring about an opportunity, NOT in response to a posting.

- Shows enthusiasm.
- Demonstrates knowledge of the company.
- Clearly states what she is looking for.

When I thought about where I would love to do an internship in the fall, I immediately thought of Alex and Ani. I have been admiring your bracelets ever since I received my first one as a gift for my high school graduation. Since that time, I have taken every opportunity to expand my collection and I am now the proud owner of 15 bracelets and still collecting. In addition to your beautiful and distinctive jewelry, I am deeply interested in the Alex and Ani brand, including the desire to spread positive energy and promote goodwill through charity.
Parts of a cover letter – 2\textsuperscript{nd}/3\textsuperscript{rd} paragraph

- **Match** your skills to the **specific requirements** of the position.

- Provide **specific examples** of how your skills **match** the position.

- Expand on information stated on your resume.

- One or two paragraphs in length.
Example – cover letter part 2

**match your skills to skills in position description**

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**Job Description**

As a Product Data Specialist you will be accountable for following data entry policies and procedures. You will **partner with finance** on the standard cost process, providing timely updates to established costs when necessary. You will develop and publish **status reports** on task completion. You will use these to highlight and escalate issues to resolution.

- Bachelor’s degree
- **Written and verbal communication** skills required.
- Must have strong **analytical skills**.
- Exceptional computer skills, especially Excel and PowerPoint.

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**Cover Letter**

I am well qualified for this position based on my education and experience. I am a **recent graduate** of Bryant University with a degree in **Finance** and a minor in **Math/Statistics**. I have also interned as a **Data Analyst** with Liberty Mutual. Here, I collected data and used my Excel skills to compare results, **run reports**, and **present findings** to senior managers. Furthermore, in my Business Operations class, I completed a case study where I had to use my **analytical skills** to compare costs between two companies. Finally, I balance my academics with Swim Team, a Division 1 sport that requires 20 hours per week of training and competition.
Example - cover letter 3rd paragraph

- Express interest in the position and the company!

- **Give specific reasons for your interest** based on your company research, talking with someone who works for the company, or even your passion for the company.

As your website indicates, you are a financially strong company committed to your customers, the community and the economy. As the number one Small Business Association lender, you have demonstrated that commitment. It would be an honor to join your organization as a Financial Analyst.

Working for any publishing firm would be fulfilling however, working for Scholastic would be an honor. As a company, Scholastic has changed readers’ lives with the high quality of literature that it has published. I can safely say that **most of the pivotal literature in my life has been published by Scholastic**. The Magic School Bus, Harry Potter, The Hunger Games, and even the Grolier Online Encyclopedia have all contributed to my passion for both reading and writing. To be able to use my literary skills to impact future generations is one of my highest professional goals.
Example – cover letter closing paragraph

- Thank your reader, express interest, indicate availability and how you can best be reached.
- Short – typically just a couple of sentences.

Thank you for your consideration. If you need any further details or references, I may be reached at the contact information above. I look forward to hearing from you.

I am very excited about the possibility of an internship at EMC, where I hope to contribute my skills and continue learning. Thank you for your review of my application. I can be contacted at the information listed above should you need additional information or wish to set up a time to meet.
Thank you letter

- Send a thank you note: after an interview or if anyone helps you with your search
- Send a thank you, via email, within 24 hours
- You can also send a hand-written note

WHAT SHOULD A THANK YOU LETTER SAY?

- Thank them for their time
- Mention something about your conversation that you found interesting or helpful
- Reiterate your interest in the position or company
- Emphasize what about your experience would make you a good fit for the position
Example - Thank you Letter

Dear Mr./Ms. Last Name:

Thank you so much for taking the time yesterday to discuss the Marketing internship position with your company. Following the interview, I am extremely interested in this opportunity!

In particular, I enjoyed hearing the previous interns talk about their experiences and it was exciting to learn about the different projects they completed. I am already thinking of my own project ideas and how I can add value to your team.

Thank you again for your consideration. I look forward to hearing from you soon.

Best Regards,
Suze Que
Other Correspondence

Initiating Contacts through LinkedIn

- Send a personal request to connect.

Example: As a Finance Junior at Bryant University I hope to work as a Financial Analyst and would like to connect for some expert advice about “breaking into” this career field. I would like to add you to my professional network on LinkedIn and look forward to following up soon via email.
Other Correspondence

Initiating Contacts through Email

• Successful email correspondence is well written and concise.
• Be clear about what you are asking for.
• Ask for information and/or advice, never a job or internship.
• Be gracious and express appreciation.

Example: Thank you so much for connecting with me through LinkedIn. I was excited to discover that there is a Bryant alum working for XYZ Co., where I have applied to an internship opportunity in Supply Chain Management. I wonder if you would have 15 minutes to speak with me over the telephone about how I could make a stronger connection for the position to which I have applied. I appreciate your time and hope to speak with you soon.
Other Correspondence

Declining an Offer

• If you choose to decline a job offer, do so professionally, in writing, **after making a phone call**.

• Do not Text

• Do not put anything negative in writing. *(if your experience was negative, please share it with us in the Amica Career Center)*

• Remember that this employer may be a contact for you in the future.

Example: Thank you very much for your offer for the Audit Associate position. While I am pleased by your offer and have wrestled to make the best decision, I have accepted another offer which more closely aligns with my current career goals. I do appreciate the courtesy and hospitality extended to me by your office. I hope our paths cross professionally in the future.
Additional Resources

- [The Cover Letter](#) (quick tip video)
- [Email Etiquette](#) (quick tip video)
- [Resume & Employment Letter Writing Guide](#)
For Questions Contact:

Amica Center for Career Education

Located in the Unistructure, next to Salmanson Dining Hall

Phone: (401) 232-6090
Email: careers@bryant.edu
Website: http://career.bryant.edu/

- Bryant Career Connection (BCC)
- Events Calendar

Hours: Monday-Friday 8:30AM - 4:30PM