ONE TEAM. ALL IN. FOR OUR BULLDOGS.



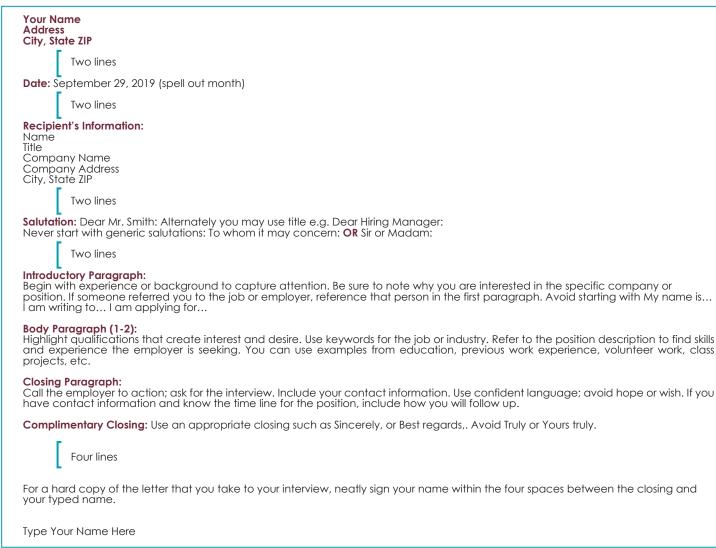
SMENTS • RÉSUMÉS • COMPETENCIES • COVER LETTERS • CO-OP & INTERNSHIPS • CAREER EXPLORATION • JOB SEARC D SCHOOL PREP • MOCK INTERVIEWS • NETWORKING • INTERVIEWING • CAREER DEVELOPMENT • DRESS FOR SUCCE DRKSHOPS • CAREER COACHING • CHOOSE A MAJOR • ASSESSMENTS • RÉSUMÉS • COMPETENCIES • COVER LETTE CAREER EXPLORATION • JOB SEARCH • DINING ETIQUETTE • GRAD SCHOOL PREP • MOCK INTERVIEWS • NETWORKIN DEVELOPMENT • DRESS FOR SUCCESS • RECRUITING EVENTS • WORKSHOPS • CAREER COACHING • CHOOSE A MAJO

Cover Letters

The purpose of a cover letter is to capture the reader's attention and entice them to continue to read your résumé. Never use a generic cover letter; always write an original letter to the specific job and company. Use good sentence and paragraph structure. Avoid copying information from your résumé. Recap and highlight your relevant skills for the employer. Use confident language. Avoid the words feel, think, try, hope, and believe. Do not use cliché or gimmicky phrases.

Use the **AIDA** principle of effective marketing to formulate your letter. Capture **A**ttention, generate Interest, create **D**esire, inspire **A**ction.

Format in full block style. All lines begin at the left margin. One page in length. Use the same letterhead, font, and margin as your résumé or use the business letter format for your address.





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