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 WORKSHOPS • CAREER COACHING • CHOOSE A MAJOR • ASSESSMENTS • RÉSUMÉS • COMPETENCIES • COVER LETTER  
 CAREER EXPLORATION • JOB SEARCH • DINING ETIQUETTE • GRAD SCHOOL PREP • MOCK INTERVIEWS • NETWORKING  
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# 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 **I**nterest, 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.

**Your Name**  
**Address**  
**City, State ZIP**

Two lines

**Date:** September 29, 2019 (spell out month)

Two lines

**Recipient's Information:**

Name  
 Title  
 Company Name  
 Company Address  
 City, State ZIP

Two lines

**Salutation:** Dear Mr. Smith: Alternately you may use title e.g. Dear Hiring Manager:  
 Never start with generic salutations: To whom it may concern: **OR** Sir or Madam:

Two lines

**Introductory Paragraph:**

Begin with experience or background to capture attention. Be sure to note why you are interested in the specific company or position. If someone referred you to the job or employer, reference that person in the first paragraph. Avoid starting with My name is... I am writing to... I am applying for...

**Body Paragraph (1-2):**

Highlight qualifications that create interest and desire. Use keywords for the job or industry. Refer to the position description to find skills and experience the employer is seeking. You can use examples from education, previous work experience, volunteer work, class projects, etc.

**Closing Paragraph:**

Call the employer to action; ask for the interview. Include your contact information. Use confident language; avoid hope or wish. If you have contact information and know the time line for the position, include how you will follow up.

**Complimentary Closing:** Use an appropriate closing such as Sincerely, or Best regards,. Avoid Truly or Yours truly.

Four lines

For a hard copy of the letter that you take to your interview, neatly sign your name within the four spaces between the closing and your typed name.

Type Your Name Here



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