

- **BE CONCISE AND PROFESSIONAL IN TONE:** Cover letters should be only one page in length and will serve as an example of your writing abilities. Use a professional and confident tone, and make sure you PROOFREAD!
- **CONVINCE THE READER TO LOOK AT YOUR RESUME:** The cover letter may be seen first—this is your movie trailer. It must grab the reader’s attention (in a positive way) and should be targeted to that particular employer.
- **HIGHLIGHT YOUR EDUCATION AND EXPERIENCE:** Using examples, identify specific skills and past experiences that are relevant to the position you are seeking. Try to connect to the needs of the employer.
- **REFLECT YOUR ATTITUDE:** Try to convey your personality, motivation, enthusiasm, teamwork, and communication skills.

“T DIAGRAM”

Step 1: On the left side, list 3 skills or qualifications from the job posting

Step 2: On the right side, list 3 skills or experiences you’ve had that give “PROOF” to the skills listed on the left. The goal here is to show you have the skills or qualifications they are looking for!

Step 3: Take the #1 (A) job posting skill and your #1 (B) experience/skills and craft the ideas into a paragraph.

Step 4: Repeat for #2 and #3 and tie into a paragraph. (See PARA 2 under the sample cover letter for example)

JOB POSTING SKILLS	YOUR EXPERIENCES / SKILLS
#1 (A)	#1 (B)
#2 (A)	#2 (B)
#3 (A)	#3 (B)

Craft #1 (A) and #1 (B) into a sentence: (repeat for #2 and #3)