

Other Professional Correspondence Tips

The purpose of a cover letter is to persuade the employer to read your resume and grant you an interview. There are basically two types:

- **Letter of Application or Response to an Advertisement:** This type of letter is used when you are responding to an advertised posting.
- **Letter of Inquiry:** Used when you are contacting an individual or organization to ask about possible openings. Also referred to as "Cold Call Correspondence."

In addition to cover letters, there are many other forms of business correspondence:

Thank-you letters are recommended as a follow-up to an interview. These letters should express your appreciation and also emphasize your continued interest in the position.

Acceptance letters are used to confirm the details of your employment if you decide to accept a position that you have been offered.

Rejection letters are sent if you choose not to accept the offer.

Withdrawal letters are used to contact other employers of your decision to withdraw your application from further consideration once you've accepted a position elsewhere.

See these resources for additional help:

- Cover letter tips and helpful links can be found on the LVC Job Center.
- Make an appointment with Career Services for cover letter assistance and critiquing!
- *Job Choices* has excellent tips for writing and producing job-search correspondence. Pick up your copy in the Career Resource Room.

Career Services

Mund College Center
Lebanon Valley College
Annville, PA 17003

Phone: 717-867-6560

Fax: 717-867-6163

E-mail: careerservices@lvc.edu

Lebanon Valley College CAREER SERVICES

Correspondence for the Job Search

Cover Letters



www.lvc.edu/career

Cover Letter Structure

Nita Job
123 Main St.
Annville, PA 17003
123-345-5678

August 25, 2008

Mr. Employer Name
Director of Advertising
Ads Incorporated
100 2nd Street
Bigtown, PA 54321

Dear Mr. Name,

The first paragraph is your opportunity to tell the employer what job you want and why you want it. Introduce yourself as a potential candidate for the position, indicating your educational background and where you heard about the position.

The second paragraph is your chance to professionally market yourself for the position. Mention one or two qualifications you think would be of greatest interest to the organization and beneficial for this specific job.

The third paragraph is your opportunity to point out how your qualifications tie together with what you know about the company's objective/mission. Explain why you are particularly interested in the company and demonstrate your knowledge of it. This can also be combined with the second paragraph if appropriate.

The fourth paragraph, or closing of the cover letter, is where you ask for an interview and mention your follow-up action plan. If you tell an employer that you will be following up within one week with a phone call, be sure to follow through!

Sincerely,

Nita Job

Cover Letter Guidelines

- Be sure to tailor your cover letter to each individual job and always address it to a specific person. If you are unsure of the person's name, contact the organization and ask for it. This will show that you care enough about the job to make the effort!
- Use your cover letter to market yourself effectively. Elaborate on qualities or experiences that would be important to the company. Make sure your letter shows some of your personality!
- Try to establish a common bond between you and the employer. Propose how you might fill the employer needs by demonstrating how your education, skills, and personal qualities are suitable for what the position requires.
- Ask for an interview. Follow-up with promises to contact the employer.
- Keep your letter to one page in length.
- Type your letter in conventional business format. Use professional font and paper.
- Sign your name, preferable in black ink.
- Proof-read your letter! Employers are looking at your cover letter as a demonstration of your communication skills.

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