

## COVER LETTERS

### SOME RULES OF THUMB

- Cover letters are a way to give employers a better sense of your background and expand on specific experiences from the jobs/positions already on your resume. Think of it as “unzipping” your resume.
- Make clear connections between your resume experience and how awesome you will be at this new job.
- A cover letter should be tailored to each specific job application. Don’t just submit the exact same cover letter to multiple job openings; really think about what each individual employer is looking for.
  - Use company language from your potential employer. Include skills you know will be important in the position you hope to get.

### WHAT SHOULD I INCLUDE?

**Contact Information** - your own *and* that of the person you’re writing to

#### **Greeting**

**Introduction** - identify yourself, what position you’re applying for, and a brief explanation of who you are (e.g., junior at WSU studying hospitality/business management)

**Education** – If relevant to the position, discuss your degree’s application to the job. For example, if you are applying to work at a hotel over the summer and you are a hospitality business major, you can say something like: As a hospitality business management major, I have studied how important customer service is to the value of a hotel’s business. It is because of this that I will be able to provide 5-Star service to all of the visitors of the Hampton Resort. Remember, the most important thing is to relate your education to the job requirements.

**Experience** – This is the same as the education section, but instead discuss any relevant experience you have. Again, this should relate directly to the job you are applying to. Education and Experience can be swapped if necessary.

**Conclusion** – Thank them for their time and consideration and include your next step. If you’re going to email them, mention that. If you are going to wait for them, do that. Whatever the plan, make sure to execute!