EMAIL COVER LETTER TIPS

MOST IMPORTANT TIP: Make sure your final draft is FREE OF ERRORS!!

Keep your cover letter short!

One or two paragraphs –fewer than 150 words- should be sufficient. An e-cover letter is more of a "cover note".

Always use standard cover letter protocol!

- Just because it's an email doesn't mean you should abandon standard business letter writing!
- Make sure to include a salutation (Dear…) and a standard closing (such as Sincerely or Yours Truly).
- Leave blank lines between paragraphs.
- Avoid using emoticons, abbreviations, wild colors, etc..

What should be included in the E-Cover "Note"?

The first paragraph:

- Explain who you are and why you are writing.
- Identify the employer and position by name.
- Convey how and where you found the job/internship job lead.

The second paragraph:

- Indicate your knowledge of the organization.
- Tell how you background, experience, and skills related to this job.

The third paragraph:

- Thank them for their time and discuss your method and time of follow-up.

Take advantage of key words.

- Use keywords pertinent to the job you are seeking
- Focus on key industry buzzwords and critical skill sets

Don't waste your subject line!

- Don't EVER leave the subject line of your email blank!
- Use the subject line to entice the reader into your cover letter
- If you are applying to a specific position, mention the job title for easy reference.

Justify your left-hand margins.
- Avoid indenting and other formatting devices because formatting is often altered in electronic transmission

Never hit "send" without thoroughly spell checking and proofreading your email cover note.
- Don't just rely on your email software's spellchecker.
- Take the time to really proofread it!

Be sure to test your message before sending it to the company.
- Even if you're sure your letter is perfect, send it to a friend or another one of your e-mail accounts first.
- Double check for the content and style one more time!

Be sure you email has an electronic signature which includes the following information:
- Name
- Position/Title (ex. Student, Black Student Union President, etc.)
- Major
- University Name
- Phone Number
- Email Address