

# How to Write Your COVER LETTER

A guide brought to you by KPU Career Development Centre

## What is a cover letter?

- Self-marketing business letter used with your resume to get yourself an interview
- Introduces you to the employer and provides them with detailed information on why you are applying
- Outlines how your education, skills, experience, accomplishments, & knowledge will benefit them
- Requests an opportunity to meet personally with the employer

## What do I include in my cover letter?

Include the following type of information in your sentences:

- Your interest in the company – the why, how, where you heard about the position
- How you will fill/match the company's needs
- How you will contact the company in the near future

Quantify your statements using numbers (transfer over your key accomplishment statements from your resume)

- How long did you do it?
- How much responsibility did you have?
- What techniques did you use and why were they useful?

## How do I organize my cover letter?

It is up to you how you want to arrange your cover letter paragraphs. However, below are some suggestions to help you organize them effectively:

1. *Paragraph 1: Introduction*  
(Introduce and reference the position you are applying for, what you know about the position, your enthusiasm, and your unique selling position)
2. *Paragraph 2: Hard skills*  
(Match your hard skills with those specified in the job description)
3. *Paragraph 3: Soft skills*  
(Match your soft skills with those specified in the job description)
4. *Paragraph 4: Conclusion*  
(Thank the employer for their time and ask for an interview or let them know you will contact them)

## Need help?

The Career Development Centre offers students **FREE** resume and cover letter building **workshops** and **peer-to-peer** reviewing.

Go to [www.kpu.ca/careers/peer2peer](http://www.kpu.ca/careers/peer2peer) for dates and times or book a one-on-one **appointment** through **Advisor Connect**.

**Contact us** at [careers@kpu.ca](mailto:careers@kpu.ca) or 604.599.2465

## Sample Cover Letter

**FirstName LastName**

605-599-2465 | careers@email.kpu.ca | linkedin.com/in/careers

January 1, 2016

Employer's Name

Employer's Mailing Address

RE: Job reference number if applicable

Dear [Mr/Mrs/Ms] Employer's Last Name,

This letter is written in block business letter format. The **first** sentence should introduce the position you are applying for and with what company, and describe how you found out about the position. It is then followed by your enthusiasm for the company, position, and/or product. It should also highlight your **unique selling position** and what makes you the ideal candidate (do not simply say you are the ideal candidate, instead explain *why*).

The **second** paragraph could match your **hard skills** (specific, teachable abilities that can be defined and measured) with those specified in the job description. Examples of hard skills include typing, writing, math, reading, and the ability to use software programs.

The **third** paragraph could match your **soft skills** (personality traits that describe how you relate to other people, such as social graces, communication, personal habits, friendliness, and optimism) with those specified in the job description.

In the **fourth** paragraph, thank the employer for their time in reviewing your documents and suggest an interview. Keep this paragraph short and simple. Do not reiterate how you are an ideal candidate – they should already know this from reading the above paragraphs.

Sincerely,

FirstName LastName