



# Cover Page Writing Tips

## A-State Online Writing Center

### What is a cover letter?

A cover letter is a one-page document that you will submit along with your resume or CV. This document will allow you to introduce yourself and summarize your professional background. Your cover letter can either attract the hiring manager or ensure your application is tossed in a pile with the others.

### What should a cover letter include?

- Your contact information
- The date you write/submit the cover letter
- The address of the employer to which you are writing
- 2-3 short, concise paragraphs introducing your resume and showing your interest in the position for which you are applying
- A complimentary close and signature

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## Steps to creating the perfect cover letter

### 1. Select the right template

Selecting a template that best fits the type of job you are applying for will help you stand out. If you are applying to a social media company, you may want to choose a more modern style with design features. If you are applying for an accountant position, the template you select might be more professional. There are various free cover letter templates you can use on the internet.

Options:

- [Zety Cover Letter Templates](#)
- [Resume Lab Cover Letter Templates](#)

### 2. Begin with the header

- Name
- Phone number
- E-mail
- Date of submission
- Name of the hiring manager and their company title

- Company name

You may also include any additional documents that will help your employer get a better sense of your professional profile, including LinkedIn or a personal website showing off your professional skills.

**Outdated information that should be left out:**

- Your home address
- An unprofessional e-mail you made in middle school (2cute4U@yahoo.com ...does this ring any bells?)

### 3. Greet the hiring manager

Try to make this greeting as personal as possible. It is important to do your research to find out who could hire you; this can be a quick search on the company's website or LinkedIn. If you cannot find the hiring manager's name, you may use "To the Hiring Manager."

### 4. Include an attention-grabbing introduction

**Don't do this!**

Hi, my name is Katie and I am applying for the marketing manager position at ABC company. I've worked as an accountant at XYZ company for 2 years, so I believe I have the experience you are looking for.

**Do this!**

Dear Ms. Ramos,

I read your advertisement for a marketing manager with great interest. If you are seeking to augment your leadership team with an experienced and accomplished marketing professional known for breakthrough results, please consider my enclosed resume.

The hiring manager already knows you are applying and, chances are, she already knows you worked for XYZ for 2 years from your resume. By immediately informing her what you can add to her team, she is more likely to continue reading.

## 5. Mention accomplishments that relate to the position you are applying for

Example:

As XYZ company's marketing manager since 2020, I oversee all phases of both the creative and technical elements of marketing initiatives including data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies. Perhaps most importantly, I offer a history of proven results. Last year, I captured a 28% expansion in customer base since 2015, achieved during a period of overall decline in the retail industry.

## 6. Explain why you are the best candidate for the company

You have already covered why you are the best candidate for the position, but now you must convince the hiring manager why you would be the best fit for the company. As mentioned above, you need to research the company. Similar to locating the hiring manager, you can find information from this company on the company website or LinkedIn. One of our tutors once applied for a job that was very open about being dog friendly. Part of their application mentioned "must love dogs." She knew that she could show a bit of personality in her cover letter to help her stand out, so she talked about how happy her dog would be to be part of the company. She ended up getting called for an interview.

\*Here are a few research questions to get you started:

- Company values
- Clients, products, and services
- Current news regarding the company

Example:

I understand how you've earned your reputation as one of the most reputable marketing companies in the state of Arkansas by the successful billboards around town. I also noticed that your company is dog friendly for both clients and employees. My best friend, Fluffy, was very excited to hear this!

Not all parts of your cover letter have to be serious. Take a chance and add a little personality to your writing. If you can sneak in a sentence that will help you stand out, it will be worth it!

## 7. Add a concluding paragraph

- Conclude any points if necessary
- Thank the hiring manager for her time
- Ask the hiring manager to reach out

Example:

Ms. Ramos, I would welcome the chance to discuss your marketing objectives and ways I can help you attain them. Feel free to call me at 555-555-5555 to arrange a meeting. I look forward to speaking with you.

## 8. End with a formal closing

**Conclude your cover letter with a formal closing and sign your name. Below are some examples of good closings.**

- Thank you, (consider skipping this one if you have already thanked them in the conclusion paragraph)
- Sincerely,
- Kind Regards,
- Best,

### **Final thoughts:**

**NEVER** reuse a cover letter. When applying for multiple jobs, it is easy to copy and paste and change a few things. However, this poses many risks:

1. You may accidentally leave evidence from another job application. For example, you may forget to delete the part where you say, “it would be an honor to work at XYZ company.” We have ALL been there, and we do not want you live the moment when we realized what we did! By not tailoring your resume to that specific position, it shows the employer that they are not your only pursuit. Most employers are aware of this, but it is easy for them to block this out when they are not reminded of it.
2. You lose out on the opportunity to make the cover letter personal, which stands out to the employer.

## Cover Letter Example:

MARIE JONES  
444-444-4444  
marie@anydomain.com

[Date]

Ms. Janet Ramos  
VP Marketing  
XYZ Company  
1515 Market St.  
Sometown, CA 55555

Dear Ms. Ramos:

I read your advertisement for a marketing manager with great interest. If you are seeking to augment your leadership team with an experienced and accomplished marketing professional known for breakthrough results, please consider my enclosed resume.

As JKL Company's marketing manager since 2015, I direct all phases of both the creative and technical elements of marketing initiatives including data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies.

Perhaps most importantly, I offer a history of proven results. Last year, I captured a 28% expansion in customer base since 2015, achieved during a period of overall decline in the retail industry.

Given the opportunity, I'm confident in my ability to achieve similar groundbreaking marketing results for XYZ Company.

Ms. Ramos, I would welcome the chance to discuss your marketing objectives and ways I can help you attain them. Feel free to call me at 555-555-5555 to arrange a meeting. I look forward to speaking with you.

Sincerely,

Marie Jones

Works Cited and Additional Resources:

<https://www.monster.com/career-advice/article/sample-cover-letter-marketing-manager>

<https://novoresume.com/career-blog/how-to-write-a-cover-letter-guide>

[https://owl.purdue.edu/owl/job\\_search\\_writing/job\\_search\\_letters/cover\\_letters\\_1\\_quick\\_tips/index.html](https://owl.purdue.edu/owl/job_search_writing/job_search_letters/cover_letters_1_quick_tips/index.html)