

# *Cover Letter Tips*

**When you learn of job openings, make sure you apply to these positions with a superior cover letter and résumé. Adhere to the following cover letter writing tips:**

- List your qualifications in order of relevance to the position, from most to least.
- Make sure to suggest a benefit to the employer, not you, in the first paragraph.
- Quantify your experience whenever possible.
- Begin sentences with action verbs.
- Be concise. Use 17 words per sentence or less.
- Omit needless items, especially negative information (for example, "I have little experience in your industry").
- List your technical knowledge (particularly for a résumé) early on and in detail, because some companies scan résumés for key words.
- Consider a chart listing the position requirements on one side and your strengths and accomplishments next to the appropriate requirement.
- Proofread. Nothing turns off a prospective employer like a misspelling of his or her name, the company name or typos.
- Don't sell yourself short. This is your opportunity to convey your strengths and abilities to sell yourself.
- Use an action close like, "I'll call you soon to check on your interviewing schedule."
- Call and find out the name of the person you should send your letter to.

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August 24, 1999

Dr. Lawrence A. Nespoli  
New Jersey Council of County Colleges  
330 W. State St.  
Trenton, NJ 08618

Dear Dr. Nespoli:

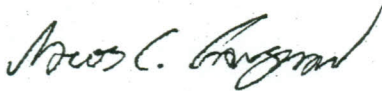
For the past three years, I have enjoyed creating positive relationships with members of the media, producing quality publications and managing internal communications in college settings. I would like to continue to do so as the public relations officer for the New Jersey Council of County Colleges.

As you can see from my résumé, I meet the requirements you are looking for in a public relations officer. I have extensive experience in public relations from my previous roles as a graduate assistant at Rowan University, as the public relations assistant at Salem Community College and as a news writer at South Jersey Health System. Also, I am an excellent communicator, in both my writing and presentation skills.

This year as a graduate assistant, I had the opportunity to work closely with Dr. Don Bagin, coordinator of Rowan University's graduate public relations program. Recently, he told me you called him looking for someone special for this job. Dr. Bagin and I both think that I am the person you are looking for.

Per your request, my salary range is \$40,000 to \$45,000. I am available for an interview at your convenience. Thank you in advance for your consideration.

Sincerely,



Jacob C. Farbman

P.S. – One thing I've learned on the job is that public relations practitioners have to juggle many projects at the same time. One of my strengths as a practitioner is balancing many tasks at the same time.