

GUIDE TO WRITING COVER LETTERS

37B Duke Street
Newark, Delaware 19711

April 2, 2005

Ms. Kathy Zistl
IBM Corporation
590 Madison Ave. 12th floor
New York, NY 10022

Dear Ms. Zistl:

I was given your name from Mitsuko Clemmons, graduate assistant at the Career Services Center at the University of Delaware. I am interested in obtaining a full time position with IBM Corporation in the field of Management Consulting and/or Marketing. Unfortunately, I did not have the opportunity to interview on campus as a result of my recently having returned to the US after spending winter session studying International Marketing and International Law in The Czech Republic.

Currently a senior at the University of Delaware, I plan to obtain a Bachelor of Science degree with a double major in Management and Marketing and a minor in International Business in May 2006. Through my educational background and past work experiences, I have developed strong oral communication, analytical, and research skills. I have proven the ability to communicate effectively both interpersonally and within groups. In addition, I have the flexibility and willingness to relocate to any location where a challenging job may await me.

My enclosed resume will provide more details about my skills and accomplishments. I am very eager to discuss potential employment with IBM and would welcome an interview at your earliest convenience. I may be reached at my current address, by phone at: (302) 266-6879, or by way of e-mail at: kawalek@udel.edu. I look forward to hearing from you.

Sincerely,

Jeffrey M. Kawalek

Enclosure: Resume

Cover Letter Using Bullets

37B Duke Street
Newark, Delaware 19711

September 23, 2005

Min Poe
The Walt Disney Cruise Line
210 Celebration Place, Suite 400
Celebration, Florida 34747-4600

Dear Min Poe:

I am currently interested in obtaining an entry-level marketing/management position with the Walt Disney Cruise Line. Currently I am in the first semester of my senior year at the University of Delaware and plan to obtain a Bachelor of Science degree with a double major in Marketing and Management and a minor in International Business in May 2006. My interest in the Walt Disney Cruise Line is based on a desire to continue my employment with the Walt Disney Company.

As a participant in the Walt Disney World College Program, I served as a Merchandising Host during the summers of 2004 and 2005. Specifically, this job has given me an in-depth knowledge of The Walt Disney World Company, its operations, and its corporate culture. Other qualifications, which I possess, include the following:

- A team-builder who communicates effectively interpersonally and within groups.
- A highly motivated individual with strong analytical and research skills.
- Visionary, creative, and able to see opportunities for process improvement.
- Completed various courses in marketing, management, sales, and international business.
- Proficient with Walt Disney World Company Policies and Guidelines.

My enclosed resume will provide further details about my skills and accomplishments. I am confident that my academic background, qualifications, as well as my past experiences with your company will prove to be mutually beneficial for a marketing/management position with The Walt Disney Cruise Line. I may be reached at my current address, by phone at: (302) 266-6879, or by way of e-mail at: kawalek@udel.edu. I look forward to hearing from you.

Sincerely,

Jeffrey M. Kawalek
Enclosures: Resume, References

The cover letter has three parts:

1. The first paragraph tells why you are writing: identifies the employer and position by name, and conveys how/where you found the job lead.
2. The second paragraph tells about you: what skills are related to this job.
3. The third paragraph is your close: what do you want to happen next.

DO:

1. Send a cover letter with every resume you send
2. Address the letter to a specific person and title
3. Print each letter individually (no copies!)
4. Limit to one page
5. Sign your name

DON'T:

1. Address to just a title of department (unless there is NO alternative)
2. Be pushing or assuming, just state your qualifications.
3. Mass produce, all letters must be specific to the organization and job.