

GUIDELINES FOR WRITING A COVER LETTER

Your Name

3366 Main Street, Grants Pass, OR 97527

(541) 555-1235
youremailname@hotmail.com

Today's Date

Mr./Ms. (Contact's Name), Title
Company Name
Address and Street
City, State and Zip

RE: Job Title

Dear Mr./Ms. _____:

You will need a cover letter whenever you send a resume or application form to a potential employer. The letter should capture the employer's attention, show why you are writing, indicate why your employment will benefit the company, and ask for an interview. The kind of specific information that must be included in a letter means that each must be written individually. Each letter must also be typed perfectly. Let's go through a letter point-by-point:

SALUTATION. Each letter should be addressed by name to the person you want to talk with. That person is the one who can hire you. It is most likely to be the person who will actually supervise you once you start work. Call the company to make sure you have the right name and correct spelling.

OPENING. The opening should appeal to the reader. Cover letters are sales letters. Sales are made after you capture a person's attention. You capture the reader's attention most easily by talking about the company rather than yourself. Mention projects under development, recent awards, or favorable comments recently published about the company. Many times, this information can be found by searching the company's web site. You should mention where you saw the position advertised or how you were referred to the company. If someone suggested that you write, use his or her name (with permission, of course).

BODY. Acknowledge the skills required by the position. State the skills/strengths you will bring to the job that parallel those needed to fill the position. Give examples of your skills and work experience--quantified results, accomplishments, and achievements—and how they will transfer to the job. If you are still in school or a recent grad, explain how your academic background makes you a qualified candidate for the position. The body of the letter gives a brief description of your qualifications and refers to the resume, where your sales campaign can continue.

CLOSING. At the end of the letter, request an interview. Assert yourself by telling the person you will call him/her within a designated period of time to set up an interview OR state that you are available for a personal interview at his/her earliest convenience. Make it easy for the person to contact you; list one or two phone numbers (in bold print) and days and times when you can be reached and also include your email address. Use a standard complimentary closing, such as "Sincerely", leave three or four lines for your signature, and type your name.

Sincerely,

(Sign above your typed name)

Type your Name

Enclosure

JONATHAN S. STRONG

899 Poplar Avenue

Portsmouth, MA 08752

Home: 505.555.1212 Cell: 505.601.7777

fitnessrehab@smail.com

June 22, 2010

Mr. Jade Johnson, Director
Newline Sports Rehabilitation Center
2215 SE 22nd Street
Portsmouth, MA 08752

Dear Mr. Johnson:

Per our conversation today, I am forwarding a copy of my resume to be considered for the **Fitness Therapy Assistant** position with your center. I understand that Newline was recently listed by *Career Press* as one of the top 100 employers to work for in 2007 and also recently received an award from the American Sports Therapy Association for "Innovation in Service Excellence". My recent completion of Portsmouth Community College's Certification program for Fitness Therapy has prepared me well for the position you are seeking to fill.

My strongest qualifications for the position include:

- Current Certification for Fitness Therapy
- Current First Aid/CPR Certification
- Four years of personal training experience
- Recent HIV/AIDS education training
- Very positive personality with excellent people skills
- Excellent physical health

In addition to graduating in the top 10% of my class, I have been a volunteer for a community program to keep kids off the streets called, "Operation Safe Streets" for the past three years. I also play on an intramural sports team year round and volunteer as an assistant coach for my nephew's soccer team.

I look forward to meeting you in person to discuss your company's needs. I can be reached at **688-423-5597** or via email at: fitnessrehab@smail.com.

Sincerely,

Jonathon Strong

Jonathon Strong

Enc. Resume