

Cover Letter Strategies

The Basics:

A cover letter complements your resume with a strong, tailored presentation:

- Indicating specifically the job in which you are interested
- Showing that you know and understand the organization's strategic competency
- Matching your skills and abilities to the needs of the position
- Clarifying your intentions for follow-up.

Tip: Keep it short; it should not be a recap of your entire resume. Rather it should highlight and enhance the skills and experiences that match with the job description.

- Make sure the date is correct.
- Specify a particular individual using their correct title (in the address use Ms./Mr.).
- Use a colon, not a comma, for the salutation (Dear Ms. Jones:)

First paragraph: "Why I am interested in you"

"My interest in Fidelity began two years ago when I heard a presentation by Chairman Edward C. Johnson entitled *Issues Facing the Mutual Fund Industry*. Since then, I have kept a keen eye on your website, with hopes that an appropriate opportunity may become available. Needless to say, I was thrilled to learn of your new marketing campaign that targets the Hispanic and Caribbean communities in Boston, where I have significant experience."

Tip: Try to keep your first paragraph conversational. Present the reader with information that will let him / her know that you are authentically interested in the position / organization.

Second paragraph: "Why you should be interested in me"

"I would bring to Fidelity:

- An MBA from Simmons School of Management with an emphasis in finance and organizational development.
- Eight years' experience with social service agencies in Massachusetts, culminating in my most recent position where I managed a \$7.5M housing trust and a staff of 23.
- Conversational Spanish and Creole language skills and experience working abroad in El Salvador and Belize as an intergovernmental relief liaison."

Tip: The organization is looking for *you* to do the matching work for them. If you can understand their needs and communicate your ability to solve their problems, you will stand out among the competition and you will be more likely to get an interview.

Third Paragraph: "Where do we go from here?"

"I would appreciate the opportunity to speak with you about this position and my potential contribution. I will call early next week to ensure your receipt of my resume. I am available for an interview at your convenience. Thank you for your consideration."

Closing:

Sincerely or Regards,

(insert 3 spaces here and sign)

Sarah Simmons