**Paper 2: Cover Letter**

**Length:** One page in business-letter format. Single-spaced in eleven- or twelve-point Times New Roman. The letter should fill a page, including your name at the end of it. For paper-based cover letters, you should also sign your name in pen. You may approach this assignment as either a paper-based or a digital letter. Under no circumstances should your letter spill over onto a second page.

**If possible, please attach the job listing with your letter as a second page of your paper.**

**Assignment:** Write a cover letter that will accompany your resume when you apply for a job. Find a specific job to which to apply. It can be a summer job or a job you'd have during the school year if you like, but you will probably get the most out of this assignment by finding a job that aligns with your future career plans, even if it's one to which you wouldn't apply until after graduation.

Your goal, and your purpose in writing the cover letter, is to get an interview.

Reflect on your audience. Consider the attributes your prospective employer is looking for, and then consider ways to demonstrate that you possess those attributes. The job market is terrible, particularly for young people, so you'll likely have a good deal of competition. Determine how to present yourself as the most competent applicant with the most potential to benefit the company while fitting into its culture and mission.

Use the job listing’s vocabulary. Try to use it organically.

Think back to the attributes and values that you identified during your construction of your personal brand and your elevator pitch, and then consider ways to integrate those into the way you present yourself with the cover letter.

**Write one page cover letter**

Top of Form

Bottom of Form

Set yourself apart. The best way to do so is likely to *show*, rather than *tell*, why you're the candidate to hire. Align the attributes they're looking for with the experiences you have that demonstrate those attributes. Don't expect them to take your word that you're a quick learner, for example; provide them with an experience or accomplishment that demonstrates it.

Like in the personal statement, your job here is to show why your experience and interests will make you a good candidate. Sell yourself, your motivation, and your capacity to succeed.

**What To Do**

Be formal, but try to demonstrate some personality. Write in the first-person.

If the job is an entry-level position in your field, explain how it fits into your long-term career goals.

Remember that you'll be sending your prospective employer a resume with the cover letter. The latter should complement the former, not duplicate it.

Demonstrate that you've researched the job and know what it entails.

In the last paragraph, explain how you'll take the next step toward getting the interview.