**SAMPLE COVER LETTER**

Key Elements of Successful Cover Letters

Your present address  
City, State, Zip Code

Today’s date

Individual’s First & Last Name  
Title  
Company  
Street Address  
City, State, Zip Code

Dear Mr./Ms. Last Name:

**Introduction:** This is your introduction paragraph in which you indicate the reason you are writing this letter, the specific position or type of work for which you are applying and how you learned of the opening (career center, name of publication or website, friend, employment service, etc.). Additionally, you may choose to state your educational background in this section. You may also consider adding one or two sentences about the organizations mission and/or values and how those relate to your personal values or background.

**Body:** (One to two paragraphs) In this section, you will emphasize what you can do for the employer. It is important to explain how your academic background makes you a qualified candidate for the position. If you have had some practical work experience, point out the specific achievements or unique qualifications. Do not just state the skills that you have but give concrete examples of how you possess those qualities or skills. Try not to repeat the same information the reader will find in the resume. You may want to highlight any special leadership experiences or language skills in this section. As much as possible, tie your qualifications to the employer’s needs, particularly those expressed in the job description.

**Conclusion:** In the closing paragraph, indicate your desire for a personal interview. Refer the reader to the enclosed resume or application, which summarizes your qualifications, training and experience. Repeat your contact information and offer any assistance that will help to promote a speedy response. Finally, close your letter with a statement or question that will encourage a response. For example, say you will be in the city where the organization is located on a certain date and would like the opportunity to speak with them. Or, ask if the company will be recruiting in your area.

Sincerely,

(Your neatly handwritten signature here)

Your name typed

Enclosure(s) (this signifies that other documents, such as a resume, are enclosed with the letter)

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**Counseling appointments** are available to discuss your cover letter with a professional career advisor.  
**Drop-in critiques** are available at The Career Center. Bring a draft of your cover letter in-progress for review.  
**Our website** has even more information to help with your cover letter.
In writing a cover letter, it is a good idea to carefully relate your experience to the employer’s job posting. For example, this position was posted to The University of Illinois’ online employment system and the letter that follows is in response to it.

**Please note: The underlined text is intended to illustrate the direct connections the applicant made when writing the letter and should NOT be used in writing actual cover letters.**

#1: Position Description from the University of Illinois’ Online Employment System

**Job Title:** Chicago Shakespeare Theatre - Marketing Intern

**Location:** Chicago, IL

**Industry:** Arts & Entertainment - Performing Arts

**Job Function:** Event Planning, Marketing, Public Relations

**Description:** The Marketing Department is charged with the development and execution of strategic plans to promote the institutional image, attract attendance, and sell tickets to the plays and related programs produced by the Theater. Specific marketing, advertising, and publicity programs are directed to secure audiences for the 2009-10 subscription season in our 500-seat courtyard theater and in our Theater Upstairs at Chicago Shakespeare (a flexible, black box space that can seat up to 200 patrons).

**Desired Skills and Experience:**
- Minimum two years undergraduate education with successful completion of coursework in one or more of the following: arts administration, direct marketing, communications, public relations, journalism
- Effective communication skills, both written and verbal
- Flexibility and ability to work within tight deadlines
- Self-starter, multi-task oriented, and computer literate
- Experience in sales, promotions, or media desirable
- Demonstrated interest in the performing arts a plus
- Website maintenance and e-marketing skills a plus

**Internship Responsibilities:**
- Assist in execution of direct mail and e-marketing projects
- Assist in execution of promotions
- Update mailing lists
- Maintain press clip and photo archives
- Assemble media kits as needed
- Assist planning and hosting special events and/or openings
- Assist maintaining customer service response system

**Please note:** The underlining in this cover letter is intended to illustrate the direct connections to the job description that the applicant made when writing her cover letter. **DO NOT UNDERLINE IN YOUR ACTUAL COVER LETTER. THIS IS INTENDED FOR LEARNING PURPOSES ONLY!**