



career guide

cover letters

ASU Career Services offers a comprehensive on-line Career Guide designed to help you evaluate career options, learn about internships and launch your career. The Career Guide includes detailed information about cover letters and resumes, interviewing, business etiquette, portfolios, graduate school admission processes, effective job and internship search strategies and more. Visit The Career Guide at asu.edu/careerguide.

Cover Letters Defined:

A cover letter is a marketing piece that introduces you to an employer. It highlights your specific accomplishments that most benefit the employer. In that sense, a good cover letter “sells” you and your resume.

Before you start writing, ask yourself...

Who is my audience?

What skills does the employer want and what do I have to offer?

Introduction/Purpose: State the job you are applying for, where you found the posting, why you are a strong candidate for the position, and why you want to work for that company.

Why You: Write about your experience and qualifications using examples that relate directly to the job posting and how these benefit the employer. You can use education, class projects, work experience or volunteering.

Contact: Request an interview and state the best phone number and email to reach you.

Closing: Thank the employer for reviewing your application.

Sample Cover Letter

Date

Ms. Stephanie P. Tatoe
Manager of College Relations
Frito-Lay
P.O. Box 741
Dallas, TX 73235

Dear Ms. Tatoe:

Please consider me for the position of Sales Representative with Frito-Lay I saw on Sun Devil CareerLink at Arizona State University. Based on my sales experience, I believe I am a strong candidate and hope to begin a career in sales and marketing with your company.

I have direct sales experience soliciting potential customers for We Three Caterers and have been successful in managing employees in various capacities. I also had the challenging and rewarding experience of serving on the organization committee for the United Way Literary Festival where I learned to successfully promote events. I am confident these skills would allow me to be a contributing member of the Frito-Lay organization.

I would appreciate an opportunity to meet with you to discuss my qualifications and to learn more about this job opportunity. I may be reached at (480) 616-9876 or indeedajob@aol.com to set up a convenient time. I will follow up in a week to verify you have received my application.

Thank you for your consideration. I look forward to meeting with you.

Sincerely,

(Sign here)

Your Name