the cover letter

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DISCLAIMER: Personal Marketing Materials are just that: PERSONAL. Everyone has a theory here.
what is a cover letter?
It's NOT your resume regurgitated!
It should share *unique* information about you and your experiences that complements your resume.
It should share your knowledge!
It's succinct!
It's clear!
It's well-written!
some specifics:
• 3 parts to your letter:
  • intro - why are you writing?
  • hook - why is this a good fit?
  • close - what are you going to do?
• typically, it should be short - 1 page
style, yet still conversational.

don't share too much; personal, geographic or salary requirements.
Double-hit: e-mail AND hard copies
there is no "I" in team.
action verbs are our friends!
to whom am I writing?
you want to address your letter to the decision-maker!
do you have a connection here?

to whom am I writing?
what do you know about the company?
what do you know about the field?
How do I start?
• refer to a prior conversation
• drop the name of the person who referred you
• lead with your successes
• quote your contact [research!]
• use recent industry stats or relevant articles
DON'T
• lose the audience with your first sentence
• write poorly
• ignore stated criteria
• ignore details - typos, grammatical errors
• forget about what it looks like
• forget your contact information
• make salary demands, etc.
• forget YOUR contact information [letterhead]
some generalities......
• recruiters spend an average of fifteen seconds or less on cover letters - make them count
• visual identity should complement other materials
• **always** include a cover letter with resume
• respect margins
• use appropriate fonts and sizes
• utilize correct name and spelling to address
• don't use a stock letter - personalize
• use the language of the industry
• don't waste time with BS and fluff
ask me questions!