

# COVER LETTERS

## Demonstrate your fit.



SCHOOL OF  
**PUBLIC HEALTH**  
Office of Career Services

### WHAT IS IT

A cover letter allows you to express your interest in and enthusiasm for the position and the organization. Always include a cover letter when submitting your application, even if they do not ask for one. **The cover letter, if done correctly:**

- Allows you to highlight skills or experiences that are especially relevant to the position
- Demonstrates your written communication skills
- Strengthens your chances of securing an interview

### DETAIL MATTERS:

- Use same header from your resume
- Use left align block formatting
- Always use specific person's name

### OPENING ARGUMENT:

- Show interest in the specific position
- Mention the name of a common connection
- Demonstrate research on the organization
- Summarize why you are a good fit

### EMPHASIZE KEY SKILLS:

- Select one or two skills that align with the job posting
- Share experiences illustrating your ability

### FOLLOW-UP:

- Summarize your fit once more
- Restate your contact information
- Indicate a follow-up plan (and do it)
- Thank them for their time and consideration

### NOTATION AND SIGNATURE

- Indicate your resume accompanies your cover letter by including Enclosure
- Personalize your salutation by scanning your signature

### COVER LETTER TIPS

Proofread to ensure it is error-free • Target each and every letter • Save letter as a PDF • Keep to a single page • Always follow-up

### Lucy Johnson

476 E. Fender Lane, Bloomington, IN 47408  
johnsonl@gmail.com • (555) 555-5555

November 11, 2019

Crimson Fitness and Wellness, Inc.  
Damon Smith  
Director of Human Resources  
6745 Steamer Drive, Suite 2400  
Chicago, IL 60111

Dear Mr. Smith,

With enthusiasm, I am submitting my application for the Wellness Coach position with Crimson Fitness and Wellness. I learned about this position from Sam Taylor, one of your current Wellness Coaches. I believe that my strong background in fitness, ACE certification, and hands-on experience will allow me to contribute greatly to the Crimson team.

I understand that the primary focus of Crimson Wellness Coaches is their individual and class coaching programs. This past year I completed an internship with Body Fitness in Minneapolis, MN where I gained experience in both of these areas. At Body Fitness I had the opportunity to work with a variety of clients in both one-on-one and larger class settings. I developed an entirely new fitness class program, marketed it, and assisted in the facilitation. The attendance surpassed past program records within the first three months of its start date. In addition to developing the new program, I also collaborated with a team on the design of a new incentive program which is currently being used by Body Fitness.

Additionally, I am currently serving as the Alumni Relations Chair of Alpha Sigma Alpha at Indiana University. In this role I have been able to hone my teamwork skills. As the chair, I have contributed to an increase in fundraising efforts and have successfully planned and implemented six educational and social programs for chapter members and alumni in collaboration with my four member committee. I also have had years of customer service experience which will translate well into the customer service aspects of being a Crimson Wellness Coach.

Fitness is my passion, and I strive to bring that passion to Crimson Fitness and Wellness. I believe that my education, skills, and experience make me an excellent candidate for the Wellness Coach position. Enclosed is my resume that further outlines my education and work experience. I will follow-up within two weeks to check on the status of my application. Should you have any questions, please call me at (555)555-5555 or e-mail me at johnsonl@gmail.com. Thank you for your time and consideration.

Sincerely,

Lucy Johnson  
Enclosure

# WRITTEN CORRESPONDENCE

## Brainstorm your cover letter.

### OUTLINE YOUR COVER LETTER

Tailoring each cover letter and writing a well-written document requires thoughtful consideration to be a competitive applicant. Guide the employer toward your most relevant skills and experiences and demonstrate ability in important competency areas.

**Use the following worksheet to brainstorm your ideas, identify your relevant skills and experiences, and outline a cohesive written document.**

#### Brainstorming ideas:

##### INITIAL IDEAS

Cover Letter

How did you learn of position?

Who do you know?

Why interest?

Skill #1

Skill #2

##### SKILLS TO HIGHLIGHT

Cover Letter

What are 2-3 relevant skills qualifying you for this job?

Anecdote #1

Anecdote #2

##### ANECDOTES TO ALIGN

Cover Letter

What anecdotes will you use to illustrate your ability/ understanding in these key areas?

How will they enable you to be successful in position?

#### Closing ideas:

##### CLOSING

Cover Letter

How will you reemphasize skills?

What is your follow-up plan

Rae Mathers  
441 Sunset Lane  
Bloomington, IN 47408

December 19, 2012

Mark McDonald  
Director, Human Resources  
Smash Public Relations  
848 N. Mercer St.  
Indianapolis, IN 46205

**Remember:**

Your letter should look like this PDF example.

Left aligned. |

No Headers or Footers.

Margins = 1 inch

0, 0, Single Paragraph spacing for entire letter.

2 addresses in the letter.

Correct Fonts

Adjust size of Font to fill the entire page.

Dear Mr. McDonald:

I am writing to apply for the position of Event Planner which was advertised through Indiana University School of Public Health-Bloomington Career Services. Through several recent articles in The Indianapolis Business Journal, I have learned about the rapid growth and success of Smash Public Relations in this area, and I would like to know more about your organization's unique approach to promotions and publicity. I am interested in joining your staff and making immediate, creative contributions.

My interest in public relations began when I served as the Events Intern for the Summer Arts Fair in Indianapolis, IN. This position required great attention to detail, as I was responsible for organizing and executing an event that annually attracts more than 60,000 people. In collaboration with two other interns, I managed an advertising budget of \$7,000, recruited over 150 food and craft vendors, and designed security plans to ensure the safety of guests at the event. At a second internship with Producer Events in Chicago, IL, I observed account representatives making presentations to large and small clients and co-presented a public relations campaign for a local boutique which was ultimately adopted by the client.

I have thoroughly enjoyed my two public relations internships, and I believe these experiences, as well as my coursework and my various leadership experiences in college, have prepared me to be a successful Event Planner at Smash Public Relations. I have enclosed my resume for your review. I will contact you within the next two weeks to check on the status of my application. If you wish to reach me prior to that time, please call me at (555)555-5555 or e-mail me at Rae\_Mathers@gmail.com. Thank you in advance for your consideration.

Sincerely,  
*Rae Mathers*

Rae Mathers  
Enclosure