“Do I really need to write a cover letter?”
Of course! A cover letter gives you the opportunity to introduce yourself to an employer, your purpose for writing, and to further market qualifications for a position. By writing a cover letter, customized to the specific needs of a job/employer and how your qualifications make you a great candidate, you are already highlighting a few skills:

- Written communication
- Analytical ability (researching position and connecting your qualifications, company, key contacts, etc.)
- Initiative/Work Ethic (many people don’t bother to write cover letters, or don’t tailor them to a specific position. Show a potential employer your interest and professionalism!)

Cover letter “How To”
Check out the following “How To” sample with guidelines on constructing a cover letter with regard to formatting and what is included in each section. Compare this to the “What If” sample on the next page to view how an actual cover letter might take shape when written for a specific position.
Cover letter “What If”

Here is a sample showing what a cover letter might look and sound like if written for an actual position.

Some other tips...
- Your cover letter should match the style and appearance of your resume. Consider your contact information heading as your personal “letterhead” for materials.
- Monitor the use of “I” statements. Highlight written communication skill and personality through the use of fresh adjectives, active verbs, and relevant keywords.
- Give the employer what they want to know. Highlight your experiences relevant to the skills/qualifications listed in the job description.

CARRIE R. SERVICES

March 1, 2014

John Glenn
Director of Human Resources
AB Company
2801 Broadway, Suite 207
St. Louis, MO 63139

RE: Customer Care Specialist position

Dear Mr. Glenn:

The position for Customer Care Specialist advertised on the ABC Company website under Career Opportunities with ABC Company caught my attention.

Your qualifications for the position of Customer Care Specialist indicated the successful candidate will have strong communication skills and focus attention on the customers and their needs. Connecting with customers and quickly establishing genuine communication is an area where I am experienced. As a Customer Care intern at XYZ Travel Agency, I was the initial point of contact for customers. I inquired to their needs or questions and determined the best point of contact to direct them. If clients were on the phone, I ensured they experienced a seamless transition to the department I was directing them by confirming there was a representative available to assist. When customers appeared in person, I personally escorted them to the appropriate destination within the agency. Many customers positively commented to the president of the agency on the higher level of personal care and attention received when I was on duty.

I would like to learn more about the details about the Customer Care Specialist position and how my skills, background and experience might contribute to your team. I can be reached via phone at (314) 555-1234 or e-mail clinkages@gmail.com. Thank you for your time and consideration in this matter.

Sincerely,

Carrie R. Services