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The Weissman Graduate Career Services Office is committed to providing graduate students with resources to facilitate your career development. This guide outlines key cover letter writing strategies, along with a variety of sample cover letters to provide you with a framework to crafting an effective cover letter.

If you have additional questions, or would like one-on-one cover letter review, please call 646-312-3897 or email: weissmancareers@baruch.cuny.edu.

Visit: www.baruch.cuny.edu/wsas/graduatecareers
COVER LETTER

A cover letter is an official communication document addressed to a specific contact within a company expressing desire to work there. This document highlights specific qualifications relevant to the position being applying for.

TYPES OF COVER LETTERS:

SPECIFIC ADVERTISEMENT COVER LETTER

This cover letter answers an employment advertisement or job listing. In this letter, be sure to specifically address the where you saw the job posting listed.

LETTER OF INQUIRY COVER LETTER

The letter of inquiry cover letter is essentially a blind cover letter that asks an employer to consider you as an applicant if a position that matches your qualifications should become available.
1st PARAGRAPH- INTRODUCTORY PARAGRAPH

- Grab the reader’s attention.
- State the position, company name, and how you found out about opportunity

2nd PARAGRAPH- SELLING PARAGRAPH

- Expand on education, skills, and accomplishments that prepare you for this particular position. Pay special attention to what the employer lists as qualifications and skills in the job posting.

3rd PARAGRAPH- "FIT" PARAGRAPH

- Why are you a great fit?
- Why do you want to work for the company?
- Why should the company hire you?

4th PARAGRAPH- CLOSING PARAGRAPH

- Wrap up the cover letter by signing off politely; finish strong by telling the employer why this opportunity is important to you.
- Thank the employer for their time and consideration.
- Let the employer know you are looking forward to speaking with them further about the position at a mutually convenient date.
- Provide contact information where you can be reached.
COVER LETTER WRITING TIPS

• **ADDRESS LETTER TO SPECIFIC HIRING MANAGER**
  Google, check LinkedIn, phone a friend, call the company.

• **ENLIST MORE EYEBALLS**
  Email your cover letter to your career services advisor for feedback. Ask a friend to read over your cover letter to make sure it makes sense.

• **SWAP AND DROP**
  A major cover letter rule is if you can swap out one company name and drop in another company name, then your cover letter is probably not tailored enough.

• **AVOID NEGATIVES**
  Never address that you do not have experience in a certain area. Only focus on the positive.

• **GIVE YOUR BEST EXAMPLES**
  Do not include ALL of your narratives in your cover letter, only the relevant examples.

• **FOLLOW INSTRUCTIONS**
  If the posting gives specific instructions, follow them. Include availability, salary requirements etc.

• **BE CLEAR AND CONCISE**
  Don’t tell your life story; just stick to your qualifications as they match the job description.

• **FOCUS ON EMPLOYER’S NEEDS, YOU’RE YOUR OWN**
  Sell how current accomplishments, skills and education are advantageous for the company.
COVER LETTER WRITING FORMULA

Job Description Breakdown + Relevant Experience + Fit = Effective Cover Letter

JOB DESCRIPTION BREAKDOWN

Study the job description and develop a strong understanding of what the company’s needs. Once you know what a company is requesting of its candidates, you can tailor your cover letter appropriately.

RELEVANT EXPERIENCE

Know your resume and experience thoroughly. Have at least 3 - 4 narratives about your relevant skills and experience. Formulate examples within your education or professional experience that demonstrate these skills and strengths.

FIT

Companies want to know they are hiring a person who is a great “fit” in the specific advertised role. Take some time to do a quick self-assessment to understand why working for them makes sense to you.

EFFECTIVE COVER LETTERS

There is no such thing as a generic cover letter! Employers want to read cover letters that are thoughtful, concise, and on point. Once you understand the cover letter formula and plug in the necessary pieces, you will see a noticeable difference in the quality and specificity of your cover letters.
Organizational Development Specialist – Health and Hospitals Corporation

The position will function as part of an organizational development and training team servicing the South Manhattan network of New York City Health and Hospitals Corporation. The department of Organizational and Staff Development (OSD) spans the four hospitals within the South Manhattan Healthcare Network. The Organizational Development Specialist will autonomously design, implement and evaluate a variety of development projects for clients throughout the Coler-Goldwater facility. Projects may include, but are not limited to training, leadership development, employee wellness, survey data analysis, team-building and succession planning.

Responsibilities:

- Functions as internal consultant identifying organizational problems and reviewing, designing and implementing development interventions for clients throughout the facility.
- Conducts training needs assessments for organization. Develops, delivers and evaluates training programs based on measurable results.
- Facilitates execution of change management initiatives and evaluates development programs to ensure alignment with organizational goals.
- Performs data analysis including survey results, HR metrics and training outcomes
- Participates in other development initiatives as assigned.

Qualifications:

- Bachelor’s Degree Required
- Master’s in Industrial/Organizational Psychology, Organizational Behavior, Human Resource Management or related degree preferred; in progress is acceptable
- 1-2 years relevant experience with Human Resources or Organizational Development
- Professional presentation and platform facilitation skills
- Thorough grounding in research methodology and statistics
- Proficiency using SPSS, Excel and Word
- Excellent analytical and problem-solving capabilities
- Ability to interact and communicate with all levels of management

Compensation based on experience. Fulltime position hours are Monday through Friday, 8am to 4pm.

To be considered for this opportunity, submit your resume and availability by email to Vivian.Sing@nychhc.org. Please refer to job title “OD Specialist” in your cover letter.

The New York City Health and Hospitals Corporation (HHC), the largest municipal hospital and health care system in the country, is a $5.4 billion public benefit corporation that serves 1.3 million New Yorkers and nearly 400,000 who are uninsured. HHC provides medical, mental health and substance abuse services through its 11 acute care hospitals, four skilled nursing facilities, six large diagnostic and treatment centers and more than 80 community based clinics. HHC Health and Home Care also provides health services at home for New Yorkers.
## Sample: Job Description Breakdown + Relevant Experience

**Re: Organizational Development Specialist Position – Health and Hospitals Corporation**

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<tr>
<th>Job Description Breakdown: Requested Qualification/Desired Skills</th>
<th>My Relevant Experience</th>
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<tr>
<td>Conducts training needs assessments for organization. Develops, delivers and evaluates training programs based on measurable results.</td>
<td>At PepsiCo, I conducted a training needs assessment for the Junior Intern Department determining the need for new and updated training materials. Ultimately, increased efficiency and intern satisfaction within department over the course of 6 months.</td>
</tr>
<tr>
<td>Performs data analysis including survey results, HR metrics &amp; training outcomes.</td>
<td>During my internship at the MTA, I analyzed results of customer satisfaction survey. Upon completion, I developed a report for head of Customer Service outlining suggestions for improving and maintaining customer satisfaction.</td>
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<td>1-2 years relevant HR Experience</td>
<td>I have over three year’s relevant experience in the field of human resources specializing in organizational development.</td>
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<td>Professional presentation skills</td>
<td>Facilitated small group workshops with 15 new employees focusing on team building and employee wellness.</td>
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<tr>
<td>Experience with research methodology and statistics; SPSS, Excel &amp; Word</td>
<td>Completed research methodology and statistics courses that developed a strong proficiency utilizing SPSS and Excel. Furthermore, I worked on graduate-level projects focusing on training needs assessment, leadership development, and statistical data analysis.</td>
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Ask yourself the following questions to determine why you want to work at the company:

Why do I want to work here?

I want to work here because I have heard great feedback from recent alumni who have been employed with HHC. Additionally, I am confident I will be a great asset to the OD department at Coler-Goldwater Facility as I have had experience in all of the areas specified in the job description.

What connection do I have to the company’s overarching goals?

I believe in public service and have a strong interest in the health care system. I want to work for a company that is making a difference every day and I know that Coler-Goldwater Facility is doing that daily. Additionally, I am particularly interested in employee wellness and published my master’s thesis about the “Effects of Employee Wellness on Corporate Strategic Outlook” where I outlined how increased employee wellness can lead to corporate growth and future outlook.

Do I believe in the mission, service or product they provide?

I 100 percent believe in the mission of HHC and want to contribute to the goals and mission of the hospital.

I can see myself working here because...

I have always wanted to work in health care and I want to contribute the skills, education and professional experience I’ve gained thus far to further a greater cause. If employees are happy and healthy, then they will ultimately be better caregivers for patients.
Try It Yourself!

**Job Description Breakdown + Relevant Experience:**

First, study the job description and breakdown the requested qualifications and desired skills within the job posting. Then, match your experience to the desired skills and craft a supportive narrative.

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Ask yourself the following questions to determine why you want to work at the company:

Why do I want to work here?

____________________________________________________

____________________________________________________

____________________________________________________

What connection do I have to the company’s overarching goals?

____________________________________________________

____________________________________________________

____________________________________________________

Do I believe in the mission, service or product they provide?

____________________________________________________

____________________________________________________

____________________________________________________

I can see myself working here because…

____________________________________________________

____________________________________________________

____________________________________________________
Basic Cover Letter Format

Date

Employer Contact Information
Name
Title
Company
Address
City, State, Zip Code

Dear Mr./Ms. Last Name,

First Paragraph
The first paragraph of your letter should grab the reader’s attention. Include information on why you are writing. Mention the position you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one.

Second Paragraph
This section of your cover letter should describe what you have to offer the employer. This may include skills, accomplishments, education, and relevant training. Mention specifically how your qualifications match the job you are applying for. Remember, you are interpreting your resume, not repeating it.

Third Paragraph
In this paragraph, focus on articulating you’re fit for this position/company. Do a little research and find a connection with the company. Express why the company should hire you and how you plan to contribute to their goals.

Fourth Paragraph
Include any last sells that ties your experience in with the company. Then, conclude your cover letter by thanking the employer for considering you for the position. Include information on how you can be contacted.

Complimentary Close

Respectfully yours,

Signature

Typed Signature
October 10, 2011

Ms. Deanna Kindig  
Dell, Inc.  
One Dell Way  
Round Rock, TX 78682

Dear Ms. Kindig,

My varied customer service and training experience, along with my extensive educational background, make me an ideal candidate for the Corporate Trainer position posted in your career center at Dell, Inc.

Much of my previous work experience has been in customer service, and the tools and techniques I have learned from this industry apply directly to the skills corporate trainers need -- the skills you seek -- speaking effectively, facilitating group discussion, solving problems, developing rapport, organizing, meeting goals, and managing groups.

My extensive educational background -- a master's degree in Industrial Organizational Psychology, with minors in human resources and communications, and relevant experience in teaching and counseling -- will help me add new perspectives and ideas to your department.

I have always had an interest in corporate training and have progressively been building up my professional experience for this role. I know I can be a key player on your training team, and I would like the chance to prove that to you.

Per your request, an acceptable salary range for this job, based on the description and my research, is $60,000-$65,000, not including benefits or supplements. My requirement is flexible and negotiable, and I look forward to speaking with you more about this in person. I can be reached at 917-528-4679 or keith.warren@gmail.com.

Thank you for your time and consideration.

Sincerely,

John Oakley
January 1, 2012

Ms. Jane Doe
Director, Patient Services
ABC Hospital
123 Job Lane
New York, NY 10030

Dear Ms. Doe:

I am writing to introduce myself to you as a newcomer to the New York area. The New York Times recently ran an article about the new rehabilitation program at ABC Hospital which sounded particularly interesting to me. I am seeking a social work position within the medical community, assisting patients and their families, manage the problems that accompany illness, recovery and rehabilitation. In the event that you are going to be hiring new staff for this program, I would like to be considered for any open position.

As indicated in my enclosed resume, I hold an MA in Mental Health from the Baruch College with a specialization in substance abuse and have had experience within health care settings in a variety of roles, including counselor, advocate and educator. Toward the development of these skills I took the initiative to design my own undergraduate academic program. Course work in health care systems in conjunction with a hospital-based internship as a patient representative, facilitated the development of my professional understanding and competencies at a graduate-student level.

In my most recent position, while earning my Master's degree, I was fortunate to unite personal and professional interests through my involvement with cardiac rehabilitation patients. Whether I remain involved with this specialty, or work with the broad population of health care recipients, I am most eager to utilize my knowledge, skills and values towards the humanization of medical care delivery.

Thank you for the time spent reviewing my resume and reading this cover letter. I would welcome the opportunity to meet with you personally. I can be reached at peggy.sue@gmail.com or (212) 458-0833 to further discuss my qualifications.

Thank you.

Sincerely,

Peggy Sue