

## Cover letter formula = Introduction + Body + Conclusion

**Introduction:** The first paragraph is your introduction. In the introduction, you clearly state the position for which you are applying. This is similar to introducing your topic, when you were writing a paper or giving a presentation. Similar to writing a paper, your cover letter introduction also includes your thesis statement or central idea. What I like to call your “claim.” You are “claiming” that you are a good candidate for the position and you are interested in the position. Include the reasons you make a good candidate and the reasons you are interested in the position. Employers want to know what you can contribute to their company.

**Body:** The body of the letter “proves your claim.” Similar to writing a paper, the body contains main points or evidence which proves your central idea or claim. Be sure to address the qualifications the employer is seeking. Use the keywords that the company used in their posting or on their website. Also mention information that is contained in your resume. Prove your claim by showing how you match the qualifications the employer is seeking. One or two paragraphs make up the “body” of your letter.

**Conclusion:** Similar to writing a paper, you end your letter with a conclusion that restates your central idea. A persuasive speaker also shows goodwill for his/her audience, so say something positive about the company. You also include a “call to action” which means you ask your audience to take action. In the case of an internship or employment cover letter, you ask for an interview.

### Sample Cover Letter

March 22, 2005

Company Name  
Attn: Internship Coordinator (include the person’s name if known)  
Address  
City, State, Zip Code

Dear (Name or Title),

Enclosed is my resume as application for the summer **Marketing Intern** position. I am especially excited about interning with the Cleveland Metroparks because it offers me an opportunity to combine my love of nature and my creative writing skills.

Though I have only lived in the Cleveland area for four years, I have thoroughly enjoyed walking in the Metroparks and visiting the zoo, especially in winter. I eagerly await the *Emerald Necklace* guide each month. I am excited about writing press releases for the Cleveland Metroparks. I have written press releases for both my high school newspaper and college public relations writing course. While writing for the high school newspaper, I won several awards for excellence in writing.

I also enjoy planning special events. I pay attention to details and I am very organized. My experience volunteering for the American Cancer Society Walk-a-thon in Aurora last summer taught me the importance of being prepared for anything, including the thunderstorm and winds that blew down several of the sponsors’ tents. The coordinated efforts of volunteers saved the day.

Nature conservation is important to me and the Emerald Necklace is truly a gift to the citizens of Northeast Ohio. I look forward to helping to promote Cleveland Metroparks. Please contact me for an interview. I can be reached at [j.smith@csuohio.edu](mailto:j.smith@csuohio.edu) or 216.687.5065.

Best Regards,

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