**Joe Sample – Guide Lines**

New York, NY • (212) 555-5555 • joesample@email.com • Portfolio/GitHub

{Date}

{Contact Name}

{Contact Job Title}

{Company Name}

{Company Address}

{City, State, Zip}

Dear {Contact Name}

**INTRODUCTION: 1 PARAGRAPH**

The introduction paragraph will be essential in you grabbing the reader’s attention instantaneously. This is where you make that lasting impression to make the reader continue to see how you are qualified for the job. Being authentic will separate you from the rest. Here is what your introduction paragraph should include:

* Where you heard about the position: *Did you see the position on a job board such as Idealist or Monster, were you referred by a friend*
* Mention how your skills and experience match the company and position: *Expanding on your career objective should be explained here*

**BODY: 1-2 PARAGRAPHS**

The body of the paragraph is where you will pitch your qualifications and let the employer know why you should be a part of the team. Here is what the body should include:

* Making connections between your own skills and attributes and the position requirements: *Going into detail about the specifics your resume left out. Expanding on your previous experiences and how it can benefit you in your new prospective role.*
* Relate to company mission and goals: *This is why doing your research prior is crucial. By researching the company, you will be able to discover the mission and values of the organization. Using your past experiences to express how you are a good fit for your prospective employer will be beneficial.*

**CLOSING: 1 PARAGRAPH**

The closing paragraph should be a recap of your talents make you a good fit for the organization. Making a strong closing statement will better your chances of the employer reaching out to you for an interview. Here is what your closing paragraph should include:

* Asking for a follow up: *Let the employer know you would like the opportunity to be considered for the position.*
* Mention the best way to reach you: *Whether it is by email or phone, inform the employer of to reach best.*
* Salutation: *Thanking the employer for their consideration is always a good way to end the cover letter.*

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{Date}

John Doe

Digital Marketing Manager

American Marketing

0987 Main Street

New York, NY 10000

Dear Mr. Doe

Please accept my resume and cover letter for the social media intern position found on Idealist. I am currently enrolled in XYZ University and pursuing my Bachelor of Arts degree in communications. I am interested in digital marketing and passionate about using technology to communicate to diverse populations. My background includes experience in providing customer service and reaching customers through various channels. I am confident I am a highly qualified candidate for this position.

I am seeking to transition into a digital marketing career. My future goal is to enroll in a M.A. program in communications and I believe that this opportunity will benefit me in gaining knowledge while learning practical skills. Currently I am working as a server at New York City Bar and Grill which encompasses skills such as communication, resourcefulness, and teamwork for me to assist customers effectively. I also had the chance to intern as a social media intern at where I was able to learn and implement effective marketing strategies to meet company’s goals.

I believe that the combination of my academic and professional experiences has provided me with the commitment, accountability, and problem-solving skills that will enable me to make a significant contribution to American Marketing. Enclosed please find a copy of my resume. I look forward to hearing from you to further discuss the abilities I possess to play a vibrant role. Please feel free to contact me at (212) 555-5555 or joesample@email.com. Thank you for your time and consideration

Sincerely,

Joe Sample