Date of Writing

Mr. or Ms. Employer   
Title of Employer Organization  
Street Address  
City, State, Zip Code

Dear Mr. or Ms. Employer,

*SIDE NOTE: Make every effort to address the letter to someone specific. If a name is not available, use “Hiring Manager” or “Internship Coordinator.” Obviously, knowing someone in the company who can pass along the name of an HR contact is great, but get creative if you don't have a notable "in." Search on LinkedIn, see if any contact names are listed online, etc. A personalized cover letter makes a great first impression!*

**First Paragraph**

• Refer to anyone in the company you may know. For example, “I was greatly encouraged to explore your company after an excellent conversation with Sally Smith in your Analytics Division.”

• Describe why you want to work for that specific employer by drawing a connection between who you are, what unique and specific skills you bring, and why you’re a good fit for this company. There are a lot of companies in the world - why this one? What about their mission, industry, work environment, aims, etc. make them stand out to you? Do a bit of digging online. Don't simply regurgitate their mission back to them - but show them that you understand what they’re about and are aligned with the same values they are.

• Finish this section off with a concise “thesis statement” that highlights 2-3 relevant skills that equip you for this position (e.g., “My experience with statistical analysis combined with my ability to break down complex problems into workable pieces makes me a strong fit for this position.”)

**Second Paragraph**

• Based on the information-gathering you’ve done about the company, identify a problem they have and help them see how you can help solve it.

• Build on the 2-3 skills you mentioned at the end of the first paragraph. Provide brief, specific examples of how you’ve previously used those skills, and how they will help you problem-solve in the role you’re applying for. There's no need to repeat exactly what's said on your resume since they will have that too.

**Third Paragraph**

• Summarize your qualifications and why you are interested in the employer. Don't be afraid to say something like "XY company is where I want to be." Sometimes we underestimate the power of plainly stating our desire!

• Close out this section by including your call to action, and thanking them for their consideration.

Sincerely,

(Handwritten Signature)   
First and Last Name (typed)   
Email | Cell Phone