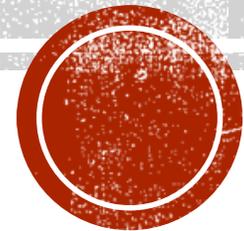


PERSUASIVE LETTERS

Cover Letters for Scholarship, Job, and University
Applications



THE COVER LETTER AND ITS PURPOSE

- The format of resumes and application forms often limit the information you should include, or what you can say.
- A cover letter provides focus to your resume. Your resume tells **everything** you have done, but a cover letter focuses on only the **relevant** parts of your resume and explains them in more detail. Your cover letter helps each employer to focus on the parts of your resume that are most applicable to their particular job posting. This is also why each cover letter should be different; it should be tailored to the job, university, or scholarship to which you are applying.
- Your cover letter can also explain things that your resume can't.
 - gaps in your employment history
 - reentering the job market
 - changing the focus of your career
 - Relocating
 - conducting a long-distance job-search



WHAT SHOULD A COVER LETTER COVER?

To be effective, your cover letter should follow the basic format of a typical business letter and should address these general topics:

1. Why you are writing
2. What you have to offer
3. Thanks and contact info



1. WHY YOU ARE WRITING

- Your first line should be a concise statement that introduces yourself and states the purpose of writing this letter.
 - If you are writing in response to a job posting, indicate the title of the position and where you learned of the position.
 - If it is for a scholarship, refer to the name of the scholarship and the organization that is offering the scholarship.
- Express your enthusiasm and the likely match between your credentials and the requested qualifications.
- Your introductory paragraph should be to the point. Don't waste the reader's time, or they will stop reading.



2. WHAT YOU HAVE TO OFFER

- Refer specifically to the qualifications listed by the scholarship or job posting, and illustrate how your particular experience and abilities meet these qualifications.
- Use one paragraph for each qualification that you want to highlight
 - Scholarship: high academic achievement, community involvement, financial need... etc.
 - Job: Hard-working, Reliable, leadership skills
- In your paragraphs, give ***specific*** examples off your resume as proof that you meet the qualifications.



3. THANKS AND CONTACT INFO

- Close by reiterating your interest and qualification for the job/scholarship.
- Thank them for their consideration.
- For a job, you may state that your references are available upon request, or simply include your references on our resume.
- Provide contact info in case they require further information or want to offer you an interview.



STYLE TIPS TO CONSIDER WHEN WRITING

- **GRAMMAR IS PARAMOUNT!**
 - Must be grammatically PERFECT and read fluently (no awkward sentences that need to be read twice to understand). Small grammar mistakes make you look incompetent and will disqualify you IMMEDIATELY.
- **Be Concise**
 - Be to the point, not wordy. These people are busy, and if you don't get right to the point, or if they have to wonder what your point is, they will stop reading.
- **Be Professional**
 - You need to sound mature and professional in order them to consider you for a professional position. Use a thesaurus, or brainstorm intelligent vocabulary to use.
- **Be Persuasive**
 - Sell yourself! It is not time to be humble, but be careful not to come across as arrogant.



FORMAT

- <http://literacy.kent.edu/eureka/EDR/5/Writing%20a%20Cover%20Letter.pdf>

