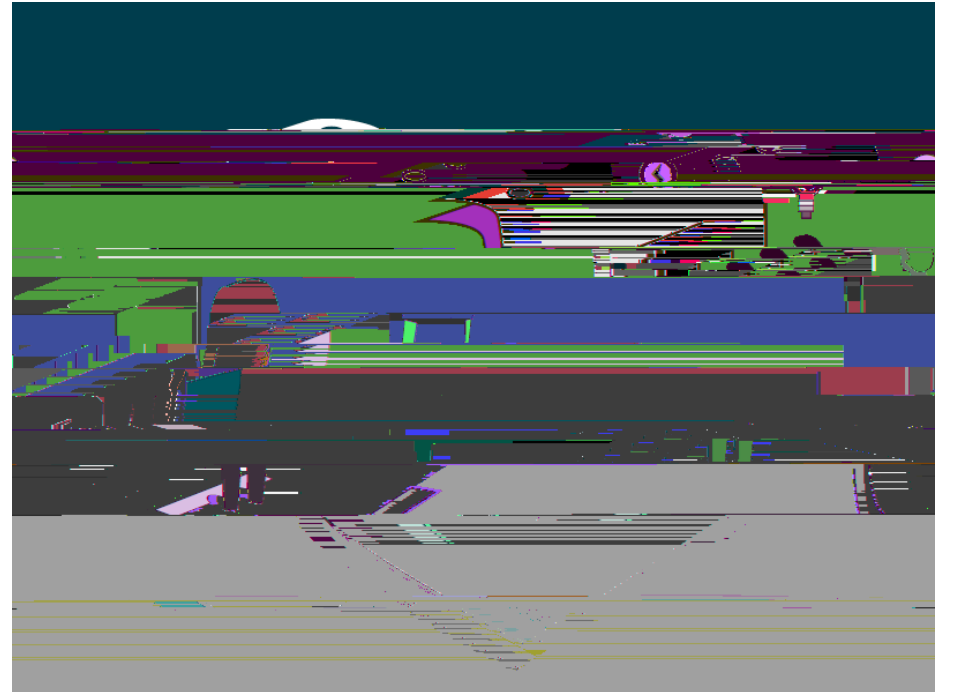




Learning Outcomes

By attending this course, you will be able to:

- 1) Understand expectations around the format and purpose of cover letters
- 2) Identify strategies for customizing internship applications
- 3) Articulate skills and accomplishments within the cover letter



Cover Letters

Market yourself (why should they hire you?)

Focus your application

Highlight/demonstrate your relevant skills (soft & hard)

Indicate your knowledge of the company (why do you want to work there?)

Anytime you apply for a position

Omit only if the contact person says it's not necessary

If you are applying through Quick Apply (Linkedin)



Types of Cover Letters

1. Invited
2. Uninvited
3. Referral

* The main distinction between them is your opening paragraph.



Cover Letters – Quick Tips



Be concise – 1 page max

Use your skills and experience to demonstrate you are a good fit for the position/company

You can't talk about everything – synthesize the most important information

Do your research beforehand

Proofread your letter carefully!

Don't be afraid to be keen / confident



Layout



What to Highlight

Qualities you possess which illustrates your capabilities for doing the internship.
The benefits for both you and the organization.



Cover Letter Sample



James Muirfield





Cover Letter Faux Pas!

Generic, informal

Spelling errors, typos and poor grammar

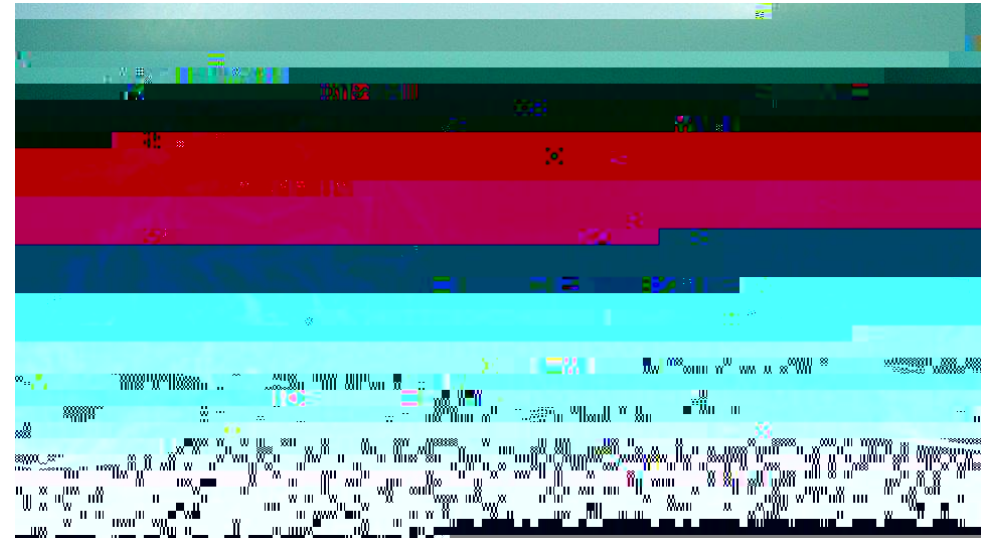
Unprofessional email address

Poor formatting – templates, tables, boxes

Disorganization, inconsistencies

Pictures, graphics

Long, dense paragraphs



In Closing...

Finding a Great Internship – Composing a killer resume.





Connect with CaPS



November Schedule



