

A GREAT COVER LETTER...

- Showcases your writing skills
- Emphasizes your assets and experience
- Should be the same font & format as your resume
- Has no grammatical or spelling errors
- Is written in a business professional format
- Is a maximum of one page

FORMAT:

- Your cover letter should be printed on 8 ½" x 11" white or off-white paper
- The font size should be between 11.0 and 13.0
- Margins should be between 0.5" and 1.0"
- Your cover letter should be *no more* than one page, 3 – 5 paragraphs
- All paragraphs should be aligned on the left-hand side of the page – YOU DO NOT INDENT for professional business letters
- Make sure your formatting is consistent throughout
- Once finalized, convert your cover letter to a PDF

Use fonts like:

- **Calibri**
- **Times New Roman**
- **Bell**
- **Garamond**
- **Cambria**

STRUCTURE:

Salutation: Try to identify the person who has the power to hire you in that department or organization.

Appropriate salutations are:

- Dear Olé Gaucho
- Dear Mr. Gaucho
- Dear Hiring Manager
- Dear Recruitment Team

Introductory Paragraph: This paragraph is your opportunity to introduce yourself to the employer and tell them a little about your goals. This should include information such as your school, major, year, position applying for, person who referred you (if applicable), and a brief statement about why you would be a good fit for this position. If you are an International Student, briefly explain your visa situation and indicate if you will need sponsorship. This paragraph sets up the rest of the letter, and so the last sentence should include roughly 3 transferable skills or experiences to highlight.

Body Paragraphs: The next 2-3 paragraphs are used to support the transferrable skills you have outlined in the introductory paragraph - you are using the experiences you have had to “prove” those skills. Communicate the way in which your skills and experience can be of value to the employer. Present the most relevant information you want the employer to consider, even before he/she turns to your resume. Highlight special accomplishments and show your enthusiasm, without merely repeating your resume. The content of these paragraphs should be presented in the same order as presented in the introductory paragraph.

Closing Paragraph: Your final paragraph should follow a simple formula: a thank you, a re-emphasis of your skills, encouragement to contact you, and another thank you. If you’d like, you can add one sentence customized to the firm.

Valediction: You MUST have a sign-off, since your cover letter is, in fact, a letter. “Sincerely” or “Thank you” are always safe bets. If you have the capability to actually physically sign the letter you should – print the letter, sign it in blue pen, and scan it as a PDF to send to the employer. This does take some extra work on your end, but will help your letter stand out – it won’t necessarily get you the job, but the logic is that if you’re willing to go through the steps with something as minor as this, you will be willing to take the extra steps to get the job done in your workplace.

**YOUR
ADDRESS**

OLÉ GAUCHO
2119 North Hall • Santa Barbara, CA 93106

DATE January 11, 2020

COMPANY Larry Page
Google Inc.
ADDRESS 1600 Amphitheatre Pkwy
Mountain View, CA 94043

SALUTATION Dear Larry Page,

INTRO As a third year Economics major at UC Santa Barbara, I am enthusiastic about applying for the Data Analytics Internship at Google. I have always been fascinated with the culture at Google, and my interest in the company was furthered when I spoke with Sundar Pichai at UCSB's Fall Career Fair. In doing more research about the company, I have found that its innovative and entrepreneurial spirit align directly with my professional goals. Through my extensive research experience, my refined communication skills, and my ability to adapt to new environments and situations, I believe I would make an excellent addition to the Google Analytics team.

BODY One of the greatest experiences I have had while at UCSB was the opportunity to study abroad in Barcelona, Spain. While I knew it was going to be an amazing time, I had no idea the skills I would gain from being dropped in a foreign country and needing to learn a new language, culture, and build an entirely new social network. From this experience, I now know how to navigate unfamiliar settings and can feel comfortable talking to just about anyone. I also gained an international perspective within my coursework because of the Economics courses I took while abroad. This diversifies my already broad-encompassing degree and allows me to conceptualize global markets on a much more in-depth level than I had been able to do before. This ability to adapt to new environments and situations makes me an excellent fit for this position.

CLOSING Thank you for taking the time to review my application for this position. My extensive research experience, refined communication skills, and ability to adapt to new environments and situations make me an excellent fit for the Google Analytics team. I would welcome the opportunity to speak further with you about my fit with the firm, and so please feel free to reach out to me. I thank you again for the opportunity and I look forward to hearing from you soon.

VALEDICTION Warm regards,

SIGNATURE *Olé Guacho* (actually sign)

CONTACT Olé Guacho
(555) 555-5555
Olé.Gaucho@umail.ucsb.edu