

# Cover Letter Kickstarter

---

This outline is to help you formulate your ideas and write a targeted cover letter that will answer the 4 most important questions for potential employers. Refer to our Cover Letter Handout for more detailed information. This is a general guide and you may format your cover letter in any order, but be sure to answer all four questions with details specific to each position or company you are applying.

## IMA LONGHORN

[imalonghorn@gmail.com](mailto:imalonghorn@gmail.com) | 512-123-4567 | imalonghorn.com | Austin, TX

April 2, 2017 (Current Date)

Victoria Vasquez (Do your research and find out a specific name to address your letter)

Edelman

506 Congress Ave. Suite 300

Austin, Texas 78701

Dear Ms. Vasquez, (Ms. Or Mr.)

### Question #1 Who are you and what do you want?

The opening paragraph should be brief and friendly. In addition to stating your year/major/areas of interest, you can mention any referrals, where you heard about the position, and be specific about the position for which you are applying.

### Question #2 Why do you want to work at this company/position?

The second paragraph should demonstrate your DETAILED knowledge of the company and convey your enthusiasm and interest. Tip: If you have a hard time identifying why you want to work there, you may want to reconsider applying.

### Question #3 Why should we hire you?

Use the job description to determine what skills and experience they are looking for. **Show** them you are the perfect fit by choosing two strong examples from your resume **demonstrating** how you have applied your skills and experience previously, and the result.

### Question #4 What now?

Be sure to ask for an interview and thank them for their time in reviewing your qualifications.

Sincerely,

Ima Longhorn