



Why write a Cover Letter?

WHY THE FUSS?

Why a cover letter if you already have a resume? Simply put: The cover letter explains why you believe you are a good fit for the position, while the resume proves how you are qualified for the position through your skills and experience.

Well-written cover letters are your first opportunity to sell yourself, create an impression, and separate yourself from the competition. They introduce you and your resume, and help determine whether you make it to the interview stage. Some employers won't even read a resume without a cover letter.

BUT HOW DO I WRITE A COVER LETTER?

The tone should be business like, yet engaging and enthusiastic. Get to the point after the salutation: State why you are writing, the position you're

interested in, and what makes you the best candidate. Include how you learned of the position, add your degree and school, and, as appropriate, your current position and extracurricular activities. Close with a "Thank you." and a request for an interview.

LOOKS COUNT ON PAPER

Cover letters should be inviting to the eye. Following are some pointers:

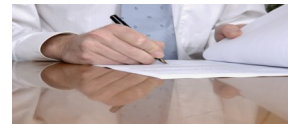
- Use easy to read typeface, such as Helvetica or Arial. In 10 or 12 point size
- Place date at the top left, followed by a line space with employer's name, company, address. Whenever possible address the letter to a specific person. If you can't identify a person, then say "Human Resources Director", or "Dear Recruiter".

Finally, place your finished cover letter on top of your resume.

IN A NUTSHELL

Cover letters are sales letters, so make sure your message and medium are both clear and clean:

- Use plain quality stationary
- Personalize your letter
- Address the specific job and give qualification specifics
- Focus on what you can offer
- Be direct, relevant, & brief
- Don't rehash your resume: highlight points
- Proof, proof, & proof for typos and accuracy, and don't lie
- Include a "Thank you", request an interview



Career Services Upcoming Events

PA IN DEMAND CAREERS & JOB SEARCH STRATEGIES

Tuesday, February 14
1 PM; Videoconference
Midtown II, Room 212

Presented by Susan Zehner
PA Dept. of Labor & Industry



ENGINEERING CAREER DAY

Thursday, February 16
Midtown II, 9 AM -Noon

Industry leaders will speak on these Engineering fields:

- Mechanical
- Environmental
- Chemical
- Architectural
- Nanofabrication
- Electrical
- Civil
- Computer
- Geospatial

Snow Date: February 24

COMPUTER TECHNOLOGY CAREER NIGHT

Tuesday, March 20
Midtown II, 4 - 7 PM

Industry leaders will speak on these computer fields:

- Computer Information Technology
- Computer Networking Technology
- Computer Repair Technology
- Geographic Information Systems
- Mobile Technology and Apps
- Web Development and Design

What Can Career Services Do For Me?

- Career Counseling & Interest Inventories
- Workshops and Special Events
- Resume Writing Assistance & Critiques
- Interviewing Skills & Mock Interviews
- Internship & Job Search Assistance
- Opportunities to Connect with Employers

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