

Plan Your Pitch: A Content Map for Cover Letters

Stick to the basics when developing your cover letters, and use your "pitch" to emphasize how you can meet the employer's needs. Your letter should clarify key strengths and abilities suited to the role, and give brief context showing your familiarity with and interest in the opportunity and the organization.

Employer's Wish List

What are the primary skills and qualities sought by the employer? (May include attributes and qualifications not expressly stated in the job description.)

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Use the following questions to brainstorm ideas for your cover letter:

Who is the recipient of your application? (Name, title)

What internship/job are you seeking?

How did you learn about the position? (Examples: database posting, referral, news article, company website)

Related Experiences: List your work, internship or volunteer roles, organization membership, or coursework **most similar** to the role you are seeking.

Relevant Supporting Evidence: List the skills and qualifications developed through your experiences that align best with the employer's wish list.

What interests you most about this internship/job? Why would the role's tasks and responsibilities be a good fit for you?

As a potential employee, what interests you most about this organization? What distinguishes this organization from others that do similar work?