

## COVER LETTER OVERVIEW - COVER LETTER OUTLINES - COVER LETTER SAMPLES

(3 minute read and scroll)

Just like your resume, you can use **WHO Logic** to help you create an aligned and value-centered cover letter.



### THE COVER LETTER — WHY SHOULD YOU WRITE ONE?

Cover letters are sort of mysterious. Google “do I need a cover letter,” and you will find a variety of responses. Like many aspects of the job search, there is ambiguity around this topic. Some employers read them, some don’t. That’s all there is to it. If the application instructions indicate a cover letter is needed, prepare the cover letter.

The resume is typically broader in scope because it includes all relevant value points. The **cover letter** narrows the focus and specifically calls out **the most relevant skills and experiences in alignment** with the **job posting**.

### A NOTE ABOUT PERFECT ALIGNMENT

It rarely happens. Job postings are wish lists. The company wants to find candidates who meet all the qualifications, but that doesn’t always happen. Some applicants get discouraged if they don’t meet every qualification listed in a job posting. This is normal. You likely won’t meet every qualification. That’s okay. Highlight your skills and experiences that do align with as many qualifications as possible.

### COVER LETTERS – TWO VERSIONS: The Narrative Version & the Value Point Version

You will find two options for cover letter development in **WHO Logic**: a narrative version and a value point version. Both use WHO Logic to support the writing. Both versions focus on alignment between the job posting and your skills and experiences. Generally, the value point version is used when you have a bit more experience, perhaps an internship or two behind you.

The following pages include:

- A cover letter outline for the *narrative version*
- Narrative cover letter samples
  
- A cover letter outline for the *value point version*
- Value Point cover letter samples

Which cover letter version do you prefer? Narrative or Value Point?

# Cover Letter Outline – Narrative Version

## **Your Name**

East Lansing, MI 48823 | (555) 555-5555  
youremail@msu.edu | [LinkedIn.com/in/yourURL](#)

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September 16, 20XX

Name, Title (If you are unable to identify the appropriate person, use *Hiring Director*)  
Name of Company  
Mailing Address (optional)  
City, State

Dear [Name or Hiring Director]:

**The Introduction.** This portion of the letter indicates why you are writing and why you are interested in the job/company and is used as an initial ***proposition of value*** to engage your reader. (If appropriate, you can mention a meaningful affiliation you have with the company; options include someone working at the company who is an advocate, or a connection made at a networking event.) Include a preview of the value points you are going to highlight.

**The Middle – Value Point Story 1.** This portion of the letter is also known as *Value Point Story #1* and provides an example or story demonstrating a skill that is ***relevant to the job/employer***. You can typically select one of the value points from your resume and generate 3 – 5 sentences to describe the experience. ***Apply WHO Logic to help you fully develop the story.***

**The Middle – Value Point Story 2.** This portion of the letter is also known as *Value Point Story #2* and provides an additional example or story demonstrating a skill that is ***relevant to the job/employer***. You can typically select one of the value points from your resume and generate 3 – 5 sentences to describe the experience. ***Apply WHO Logic to help you fully develop the story.***

**The Closing.** This portion of the letter makes a clear and concise statement about how your value and alignment relate to the job and company. Make it easy for the reader to connect the dots between what you offer and the work they need you to do. The closing creates an opportunity for you to assertively share next steps, follow-up, or expectations. You can also thank the reader for taking time to review your resume.

Sincerely,

Your Name

# Cover Letter Sample 1 - Narrative Version

**Jane T. Avatar**

East Lansing, MI 48823 | (555) 555-5555

[javatar-email@msu.edu](mailto:javatar-email@msu.edu) | [LinkedIn.com/in/jtavatar](https://www.linkedin.com/in/jtavatar)

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September 16, 20XX

Hiring Director  
UVW Company  
9876 Happy Blvd.  
Happy City, CA 99999

Dear Hiring Director:

I am writing to express interest in the **Marketing Internship** with UVW Incorporated. I am working toward completing a bachelor's degree in Marketing at Great State University (GSU) and discovered the job posting on Handshake. I am eager to add value to UVW and am confident my creative digital marketing experiences combined with leadership and communication abilities align well with the role.

My diverse experiences have helped prepare me for the marketing position with UVW. For example, while working as a delivery driver for the Village Pub, a long-standing local restaurant, I noticed the social media presence was non-existent. After sharing my knowledge of social media with the owner, the decision was made to build social media campaigns using Facebook and Twitter. I managed the communication plan offering coupons and incentives and utilized Google Analytics to measure traffic. Within six months of launch the restaurant experienced a 25% increase in revenues.

In addition to building a digital media presence for the Village Pub, I have further developed my leadership and communication skills through work at Taco Bell and while serving as a University Guide at GSU. During my time at Taco Bell, I trained over 20 new hires and used a collaborative role modeling approach to ensure company standards were met. While currently working as a University Guide, I partner with an entire team of peers to generate ideas for outreach and use social media engagement to communicate the value of the GSU experience.

I offer excellent communication skills enhanced from each position I have held. I am curious, entrepreneurial in my thinking and above all else, customer centered. I am ready to use these attributes at UVW, a company that values sustainable business practices and professional growth of team members. I welcome an opportunity to interview for the role with UVW and invite you to contact me at (555) 555-5555. I look forward to hearing from you soon.

Sincerely,

Jane T. Avatar

# Cover Letter Sample 2 – Narrative Version

**Sparty T. Spartan**

Detroit, MI | 555.555.5555 | spartytsparty@msu.edu | [LinkedIn.com/in/spartyt](https://www.linkedin.com/in/spartyt)

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August 29, 20XX

Hiring Director  
The Mobility Company  
Detroit, MI

Dear Hiring Director:

I am writing to express interest in the Industrial Engineering Internship with The Mobility Company. I discovered the job posting on the company career website. I am working toward completing a bachelor's degree in Applied Engineering Sciences at Michigan State University. I am eager to add value to The Mobility Company and am confident my creative problem-solving experiences combined with leadership and communication abilities align well with the role.

In my previous experience with Truest Technologies, I demonstrated excellent problem solving abilities to address issues that arose on the manufacturing floor. I utilized the 9-steps practice which helped organize my process for identifying and tackling the root cause issues and to produce recommendations for cost-saving solutions.

Additionally, the experience on the manufacturing floor strengthened my interpersonal skills and the ability to relate to all different job levels and competencies. By building an understanding of roles and responsibilities, whether that meant using more technical terms or using more general business terms, I was able to explain my solutions across diverse audiences.

I am curious, entrepreneurial in my thinking and above all else, customer centered. I am ready to use these attributes at The Mobility Company, an organization that values sustainable business practices and professional growth of team members. I welcome an opportunity to interview for the role and invite you to contact me at (555) 555-5555. I look forward to hearing from you soon.

Sincerely,

Sparty T. Spartan

# Cover Letter Outline – Value Point Version

## **Your Name**

East Lansing, MI 48823 | (555) 555-5555  
youremail@msu.edu | [LinkedIn.com/in/yourURL](#)

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September 16, 20XX

Name, Title (If you are unable to identify the appropriate person, use *Hiring Director*)  
Name of Company  
Mailing Address (optional)  
City, State

Dear [Name or Hiring Director]:

**The Introduction.** This portion of the letter indicates why you are writing and why you are interested in the job/company and is used as an initial **proposition of value** to engage your reader. (If appropriate, you can mention a meaningful affiliation you have with the company; options include someone working at the company who is an advocate, or a connection made at a networking event.) Include a preview of the value points you are going to highlight (Including 3 – 5 relevant value points from your resume is typically sufficient).

- **List a Featured Skill/Qualification/Responsibility from the Job Posting:** Use the copy and paste function to paste a **relevant value point** directly from your resume and insert here.
- **List a Featured Skill/Qualification/Responsibility from the Job Posting:** Use the copy and paste function to paste a **relevant value point** directly from your resume and insert here.
- **List a Featured Skill/Qualification/Responsibility from the Job Posting:** Use the copy and paste function to paste a **relevant value point** directly from your resume and insert here.
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**The Closing.** This portion of the letter makes a clear and concise statement about how your value and alignment relate to the job and company. Make it easy for the reader to connect the dots between what you offer and the work they need you to do. The closing creates an opportunity for you to assertively share next steps, follow-up, or expectations. You can also thank the reader for taking time to review your resume.

Sincerely,

Your Name

# Cover Letter Sample 1 – Value Point Version

**Jane T. Avatar**

East Lansing, MI 48823 | (555) 555-5555  
[javatar-email@msu.edu](mailto:javatar-email@msu.edu) | [LinkedIn.com/in/jtavatar](https://www.linkedin.com/in/jtavatar)

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September 16, 20XX

Hiring Director  
UVW Company  
9876 Happy Blvd.  
Happy City, CA 99999

Dear Hiring Director:

I am writing to express interest in the Marketing Internship with Uvw Incorporated. I am working toward completing a bachelor's degree in Marketing at Great State University (GSU) and discovered the job posting on Handshake. I am eager to add value to Uvw and am confident my creative digital marketing experiences combined with leadership and communication abilities align well with the role. Most notably, my accomplishments include:

- **Digital Marketing Strengths** - Engaged prospective students by sending 50+ email and social media outreach messages per month to build relationships and serve as an ongoing resource.
- **Creative Initiative** - Built social media presence using coupons and time-sensitive campaigns; deployed Google Analytics to measure traffic and increased sales by 25% within 6 months of launch.
- **Ability to Leverage Product Knowledge** - Ranked first in district sales competition using product knowledge to promote specials and meal combinations; store exceeded targets by 20% each month.
- **Resourceful Multi-Tasker** - Partnered with 30+ student affairs units on campus to connect prospective students with available resources within short turn-around times.
- **Peer Leader** – Served as student coach and team captain for club soccer using active listening and persuasive communication to influence and engage team members.
- **Team-Centered** – Collaborated within a team-centered environment by regularly contributing to weekly meetings and assisting with training 10 new members each semester.

I am curious, entrepreneurial in my thinking and above all else, customer centered. I am ready to use these attributes at Uvw, a company that values sustainable business practices and professional growth of team members. I welcome an opportunity to interview for the role with Uvw and invite you to contact me at (555) 555-5555. I look forward to hearing from you soon.

Sincerely,

Jane T. Avatar

# Cover Letter Sample 2 – Value Point Version

## **Sparty T. Spartan**

Detroit, MI | 555.555.5555 | spartytsparty@msu.edu | [LinkedIn.com/in/spartyt](https://www.linkedin.com/in/spartyt)

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August XX, 20XX

Hiring Director  
The Mobility Company  
Detroit, MI

Dear Hiring Director:

I am excited to write about my interest in the Hardware Engineering internship with The Mobility Company. My prior internship experiences match with the posting's desired skills and I'm eager to share how I can add value to the company through this role. I am featuring my accomplishments from previous experiences that align with the qualifications pulled directly from the job description. Most notably, I offer experience with the following:

- **Vehicle Component Design and Testing** – Designed and tested a new curb guard vehicle component for Fischer Manufacturing's Elite Snowplow, resulting in a new product motivated by customer feedback.
- **Integration of Components with Electrical Controllers** – Created new physical components on plow vehicle undercarriages to adapt and fit electronic winch elements.
- **Lead and Direct Testing of Hardware** – Carried out destructive cycle testing on prototype vehicles, taking note of material failure, and implemented changes resulting in a 360% increase in hardware life.
- **Develop, Improve, and Test** – Rigorously impact tested multiple revisions of vehicle undercarriages; improved the design with each revision and received approval for a company new product release.
- **Demonstrate Product Safety and Integrity** – Explored new vendor options for a 15% cost savings opportunity; created a test procedure for the product and reviewed warranty rates saving the company from a 18% product failure rate.

The Mobility Company culture focuses on celebrating diverse teams with an obsession for the customer experience. My role leading member engagement within the Michigan State University American Society of Mechanical Engineers is focused on building relationships across a diverse student population and interacting with members to support participation and engagement. I welcome an opportunity to bring my technical, communication, and leadership skills to the internship. My contact information is included, and I look forward to scheduling a time to discuss how my skills, experience, and enthusiasm fit with the role.

Sincerely,

Sparty T. Spartan