

## 4 PARAGRAPH COVER LETTER GUIDE

### **PARAGRAPH 1: JUST THE FACTS**

What are you applying for. Where you found this position / if someone referred - you name them here and mention their title. What your year and major is. The last sentence is designed to set the reader up to review the two important skill sets that you are going to share about yourself that are relevant to the position you are applying for. These two skill sets are your “X” and “Y”.

Example: I am applying for the Media Marketing Internship that I found on Handshake. I am currently a junior at Chapman University majoring in Public Relations and Advertising, with a minor in Business Administration. I am excited to discuss with you how my strong background in PR and Advertising (X), as well as my extensive leadership experiences (Y) make me a perfect candidate for this internship.

### **PARAGRAPH 2: EXPAND ON YOUR X**

This paragraph should be devoted to your background on “X” using 2-3 examples from your resume.

### **PARAGRAPH 3: EXPAND ON YOUR Y**

This paragraph should be devoted to your background on “Y” using 2-3 examples from your resume.

### **PARAGRAPH 4: THE LOVE STATEMENT**

The last thing a person reads will be the first thing that they remember, so it makes perfect sense that your closing paragraph should be personalized to that position. Your X and Y will be rarely change from one cover letter to the next, so the closing paragraph is your opportunity to tailor your cover letter to every position.

Examples: Talk about why this particular position is so important to you. Talk about how you connect with their mission statement. How you are inspired by the work they have created (be specific!). You could emphasize the amazing learning opportunity. Admit that they are your dream company.

There is a reason you want that internship, here is your opportunity to connect with the employer and show them that you are as passionate and invested in what their product is as they are.