

Cover Letter Guidelines

Here are some guidelines and sample text. I am using cake baking as an example, rather than anthropology, because I don't want you to copy it.

1. Use proper business formatting. Study the following, and use one of their templates:

<https://owl.english.purdue.edu/owl/resource/653/01/>

The letter must include your address, date, recipient's address, salutation, and closing, as shown in the templates. Their templates do not include the sender's address because they are assuming you are writing on letterhead. Since you are probably not using letterhead, you must also include your address as the first element of the letter (I would include both mailing and email). It goes at the top, above the date and in line with it.

2. Opening paragraph Introduce who you are and why you are writing (this paragraph is brief, usually not more than 3 sentences).

For example: "I am a pastry chef with 15 years of experience in the industry, and I would like to be considered for your advertised position in cake marketing." Add another sentence or two to amplify this if you can say something interesting that will grab their attention.

3. Middle paragraphs (1-3 paragraphs). This is where you highlight your skills in cake baking and promotion. In these middle paragraphs, be specific! Don't pat yourself on the back, make your qualifications shine by describing what you've done. Highlight only the items on your resume that are relevant to the position.

4. Closing paragraph. Wrap up the letter by referring to future action or contact, what you can do for them, etc. If you have had previous contact with them, acknowledge it. (1-3 sentences)

Here are two examples:

It was a pleasure speaking to you this afternoon. I share your commitment to excellent pastry, and I am eager to help Cake Incorporated spread the joy of cake to underserved communities.

I would be delighted to learn more about this position and show you how I can contribute to Cake Incorporated's work in the pastry arts.