

# Cover Letters

## Tips for creating your professional Cover Letter

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**Career Services**

[www.jacobs-university.de/career-services](http://www.jacobs-university.de/career-services)

## Cover Letter Tips

- **BE HONEST!**
- **Never Assume**
  - Self-explanatory sentences
    - What does it mean to study at Jacobs University?
    - What does it mean to study Integrated Social Sciences?
    - What does it mean to work at “the Pulse”?
    - Etc.
- **Be Specific**
  - Avoid generic sentences
    - Would every applicant write the same?
    - Why are your values important to you (instead of just saying they are)?
    - Show enthusiasm for the company by being unique.
- **Make it Personal**
  - Add experiences
    - Give examples of what makes you good at what you do.
- **Know your Stuff**
  - Research the company
    - Pay extra attention to the value and mission pages.
    - Pick out keywords; use them (not more than 2-3 times).
    - Mirror key concepts; make logical connections with these.
- **Looks Matter**
  - Layout of the letter
    - Clean, organized, creative, etc., but make it fit the position and you.
    - Proper letter headers.
    - Scanable: make sure key words and concepts are not lost in too much text.
    - Ask someone to proofread it.
    - Check country specific organization
- **Keep the Package in Mind**
  - A cover letter goes with a CV.
    - Make sure the two fit together.
    - Send cover letter together with the CV as one pdf document, in the following order: cover letter, CV, transcript (if required)

# Anatomy of a Cover Letter (Anglo Saxon Countries)

(Your Name)  
Your Present Address  
City, Zip Code, Country  
Email

Ms. Jane Blank  
Title  
Organization  
Street Address  
City, Zip Code  
Country

Date of writing

## Subject of your letter (optional)

Dear Ms. Blank:

**Opening:** Tell why you are writing • Name the specific position, field, or general career area for which you are applying • Identify how you learnt about the opening/organization.

**Sales Pitch:** Indicate how your background makes you an ideal candidate • Mention one or two of your qualifications you think would be of greatest interest to the organization, slanting your remarks to their point of view • Tell why you are interested in the position/organization, location, or type of work • Mention other relevant skills you have developed through experiences. Name those experiences! • Refer the reader to the enclosed CV • Explain what you can do for the employer.

**Flattery:** Comment on something positive about the institution and say why you want to work there • Tailor your letter to show that you've done some research on that institution or person • Focus on value pages and mission statements • pick out keywords.

**Close** with a statement or question that will encourage a response. End with an assertive, but courteous way of taking the initiative to follow-up • Explain your interest in discussing the position or other possibilities within the institution, e.g. make a request for an opportunity to visit the employer or indicate that you will follow up with a phone call about the possibility of a meeting (be careful not to sound too arrogant) • Thank the reader for taking the time to read your letter and for considering you as a candidate for the job.

Warm Regards (or similar – i.e. Best Regards, Kind Regards, Regards, etc),

*Electronic Signature*

John Perfect

If you are sending supporting documents, state "Enclosures: CV, transcripts, internship references, etc."

## Sample Cover Letter (Anglo Saxon Countries)

Phillip Tucker  
College Ring 4 MB 765  
28759 Bremen  
Germany

Business Elite Consulting  
293 Market Street  
Pittsburgh, PA 15222  
United States of America

September 21<sup>st</sup>, 2010

Dear Sir/Madam,

In response to your ad in Sunday's paper, I have enclosed my résumé for your consideration. It is my objective to obtain a position in the economic area of your company. I recently received my MBA after completing a BS in Economics with a Business minor. I have an extensive background and strong working experience.

I would be very interested in working for your company due to the fact that it would permit me to utilize my business and economic background. In my six years of study, I have developed my knowledge of econometric analysis, price analysis, financial management, strategic marketing and business management. I am currently developing a paper on the treatment of trade tariff across county lines, which uses a dynamic process and a flexible functional form to determine the variables affecting treatments among states. Working in a financial firm for several years enabled me to become a more committed leader, a team player, a detail-oriented worker, and better communicator who is not afraid to devise and implement effective strategic management theories. My responsibilities included researching the backgrounds of individuals and companies wishing to open sizeable credit accounts overseas. In addition, I have much additional working experience including a management trainer and busboy at a major dining establishment in New York City. I am a hard worker and a team player as you will see you interview me. My résumé highlights my educational and business background.

As delineated on my résumé, I am fully functional in utilizing a complete range of microcomputing and main-frame operations including DOS, CPM, Lotus, Dbase III, DW370, Cobalt 500, Multimate, HG graphics, EconoMix, and FinFax programs.

Enclosed is a copy of my résumé for your consideration. Please don't hesitate to contact me at anytime for an interview. I am certain that you'll find it of great interest to meet me due to my natural leadership qualities, vision, and solid experience in your area of business.

Sincerely,

*Phillip Tucker*

Phillip Tucker

Enclosure: Résumé

## Cover Letter Helpful Lines

### Helpful Opening lines:

- I saw from your advertisement in [source] (newspaper, online database, etc) that you are looking for a/an [position] with a good command of [skills]
- After [x number of] years experience in the [field], I feel that I am qualified to fill the position of [position] advertised in [source].
- [Some person] has told me that in September there may be an opening/ a vacancy for a/an [position] in your office/department.
- Your advertisement in [source] is of special interest to me because it calls for qualifications which correspond to my background and objectives.
- I am extremely keen to write to you concerning the position of ... at .... This is exactly the type of employment I am seeking. My liking of ..., my experience ..., and my desire to work with people from all over the world, encourage me to apply for being part of the .... team.

### Helpful lines in Body of Cover Letter:

- As you will note, my technical training and work experience in [field] correspond to the demands of the position.
- During my employment at [company], I acquired [skill or knowledge of procedure or qualifications].
- As depicted in my CV, in addition to an excellent professional background in [field], I have also participated in [further education courses or extracurricular activities, etc] to better myself in [field].
- As a recent graduate, I have no yet had much opportunity to gain solid work experience; however, as you can see from CV, I have completed [internship, guided research, campus jobs, etc].
- Having [x number of] years of experience in [field], I feel that I am ready for new challenges which I know will await me as [position] with your firm.

### Helpful lines in Final Paragraph:

- I will be glad to make myself available at your convenience.
- I look forward to the possibility of discussing employment possibilities with you.
- Thank you for your time and consideration.
- I look forward to hearing from you in the near future.

## Career Services



- It would be a great pleasure for me to be a valuable asset during a summer internship at ..... I will be available from the beginning of ..... I would be pleased to provide further references and information and am looking forward to hearing from you soon.

## List of Power Verbs

Accelerated	Collected	Devised	Founded
Accomplished	Combined	Diagnosed	Gathered
Achieved	Commented	Directed	Generated
Acquired	Communicated	Discussed	Graded
Added	Compared	Distributed	Granted
Addressed	Compiled	Documented	Guided
Administered	Completed	Doubled	Halved
Advised	Computed	Drafted	Handled
Allocated	Conceived	Earned	Identified
Analysed	Concluded	Edited	Implemented
Answered	Conducted	Effected	Improved
Appeared	Conceptualised	Eliminated	Incorporated
Applied	Considered	Endorsed	Increased
Appointed	Consolidated	Enlarged	Indexed
Appraised	Constructed	Enlisted	Initiated
Approved	Consulted	Ensured	Influenced
Arranged	Continued	Entered	Innovated
Assessed	Contracted	Established	Inspected
Assigned	Controlled	Estimated	Installed
Assisted	Converted	Evaluated	Instituted
Assumed	Coordinated	Examined	Instructed
Assured	Corrected	Executed	Insured
Audited	Counselled	Expanded	Interpreted
Awarded	Counted	Expedited	Interviewed
Bought	Created	Experienced	Introduced
Briefed	Critiqued	Experimented	Invented
Broadened	Cut	Explained	Invested
Brought	Dealt	Explored	Investigated
Budgeted	Decided	Expressed	Involved
Built	Defined	Extended	Issued
Catalogued	Delegated	Filed	Joined
Caused	Delivered	Filled	Kept
Changed	Demonstrated	Financed	Launched
Chaired	Described	Focused	Learned
Clarified	Designed	Forecast	Leased
Classified	Determined	Formulated	Lectured
Closed	Developed	Found	Led
Licensed	Projected	Serviced	Toured
Listed	Promoted	Set	Traced
Logged	Proposed	Set up	Tracked
Made	Provided	Simplified	Traded
Maintained	Published	Sold	Trained
Managed	Purchased	Solved	Transferred
Matched	Pursued	Sorted	Transformed
Measured	Qualified	Sought	Translated
Mediated	Ranked	Sparked	Transported

# Career Services



Met	Rated	Specified	Travelled
Modified	Received	Spoke	Treated
Monitored	Recommended	Staffed	Trimmed
Motivated	Reconciled	Started	Tripled
Moved	Recruited	Streamlined	Turned
Named	Redesigned	Strengthened	Uncovered
Negotiated	Reduced	Stressed	Unified
Observed	Regulated	Stretched	Unravalled
Opened	Related	Structured	Updated
Operated	Reorganized	Studied	Used
Ordered	Replaced	Submitted	Utilized
Organized	Replied	Substituted	Verified
Oversaw	Reported	Succeeded	Visited
Participated	Represented	Suggested	Waged
Perceived	Researched	Summarized	Widened
Performed	Resolved	Superseded	Won
Persuaded	Responded	Supervised	Worked
Planned	Revamped	Surveyed	Wrote
Prepared	Reviewed	Systematized	
Presented	Revised	Tackled	
Processed	Saved	Targeted	
Procured	Scheduled	Taught	
Programmed	Selected	Terminated	
Prohibited	Served	Tested	

## List of Power Words

Ability	Effective	Maturity	Resourceful
Capable	Effectiveness	Nationwide	Responsible
Capability	Enlarging	Outstanding	Results
Capacity	Equipped	Performance	Significant/significantly
Competence	Excellent	Positive	Sound
Competent	Exceptional	Potential	Specialist
Complete	Expanding	Productive	Stable
Completely	Experienced	Proficient	Substantial/substantially
Consistent	Global	Profitable	Successful
Contributions	Increasing	Proven	Thorough/thoroughly
Developing	Knowledgeable	Qualified	Versatile
Educated	Major	Record	Vigorous
Efficient	Mature	Repeatedly	Well educated
Well rounded			
Worldwide			

## Use this sheet for a Position Analysis!

Company Name:
Name of the Position:
Department:
Contact Person:
Contact Details:
Date of the advertisement / contact:
How did you find out about the position?
Why is this position relevant / interesting to you?
Type of Job:   • Internship   • Traineeship   • Student Job   • full-time   • part-time • other:
When is the intended starting date?
Is there any time limitation or a minimum of time to spend with the company (for internships)?
Do you have any information about the compensation? What information is missing?
Where will you be working? Are there different options? (cities, countries, etc.)
Title and description of the position:
Tasks:



## Cover Letter Worksheet

<b>I AM:</b> (your skill, unusual ability, unique trait or area of expertise)	<b>BECAUSE I:</b> (how you acquired this particular strength)	<b>...AND WHAT THIS MEANS FOR YOU IS:</b> (what benefits your skills, special traits, or background offer your next employer, what positive difference or improvement you can make)
<i>I am a skilled worker</i>	<i>because I worked at your leading competitor for 5 years</i>	<i>...so you will save time and money since you won't have to train me.</i>
<i>I am knowledgeable in word processing</i>	<i>because I studied at the Computer Training Center</i>	<i>...so you will have a worker who is productive from day one.</i>
I am	because I	...so you
I am	because I	...so you
I am	because I	...so you
I am	because I	...so you
I am	because I	...so you
I am	because I	...so you
I am	because I	...so you

# Country Specifics for Cover Letters

## Anglo Saxon Countries:

Your Address	
Company's Address	
Date	
Dear Ms. Brown:	
Subject	
Opening	
Sales Pitch	
Flattery	
Closing	
ElectronicSignature	
Your Signature	

## Germany

Your Address	
Company's Address	
	Date
Subject	
Sehr geehrter Herr Müller,	
Opening	
Sales Pitch	
Flattery	
Closing	
ElectronicSignature	
Your Signature	

## Sample Cover Letter (Germany)

Till Bergmann  
Mathildeweg 14  
60385 Frankfurt  
Tel.: 069 2345678  
E-Mail: t.bergmann@mail.de

Stocke AG  
Herrn Vincent Flock  
Lindenallee 22  
60111 Frankfurt

Frankfurt am Main, 17.11.2013

**Bewerbung als Ingenieur für Automatisierungstechnik - Ihr Stellenangebot in der Süddeutschen Zeitung vom 15. November 2014**

Sehr geehrter Herr Flock,

schon während meines Studiums des Wirtschaftsingenieurwesens konnte ich praktische Erfahrung im Bereich der Automatisierungstechnik bei der Brogster AG sammeln. Als Werkstudent unterstützte ich das Team bei der Gestaltung und Optimierung von Produktionsabläufen.

Den Schwerpunkt legte ich in meinem Studium auf die Entwicklung von Maschinen und Anlagen. Wegen meines besonderen Interesses an der Automatisierungstechnik schrieb ich meine Diplomarbeit zum Thema „Automatisierung von Regressionstests eines Programms zur Halbleiter-Strukturanalyse“.

Durch meine abgeschlossene Ausbildung zum Mechaniker bin ich mit Ihren Produktgruppen auch in technischer Hinsicht gut vertraut. Weitere Erfahrungen sammelte ich in meinem Praktikum bei P.O.G. Engineering. Hier begleitete ich die Produktion bei der Weiterentwicklung und Einführung von Maschinen. Außerdem unterstützte ich das Team mit der Koordination von werksinternen Projekten. Hierbei konnte ich Durchsetzungsvermögen und Teamfähigkeit unter Beweis stellen.

Ich spreche verhandlungssicheres Englisch und habe sehr gute Kenntnisse der Tools TPM, 5S und Kaizen.

Gerne möchte ich Ihr Team durch meine Mitarbeit mit vollem Engagement unterstützen. Ich freue mich über eine Einladung zu einem persönlichen Gespräch.

Mit freundlichen Grüßen

[Unterschrift]

Till Bergmann

Anlagen

## Tipps für deutsche Anschreiben:

### DER RICHTIGE ANSPRECHPARTNER

Sorge dafür, dass deine Bewerbung auf dem richtigen Schreibtisch landet. Überprüfe die Adresse des Unternehmens und achte darauf, den Namen des Ansprechpartners richtig zu schreiben. Wenn in der Stellenausschreibung kein Ansprechpartner genannt wird, kannst du beim Unternehmen telefonisch nachfragen, wer die Bewerbung bearbeitet.

### DER RICHTIGE AUFBAU

Denke an die Betreffzeile (ohne das Wort "Betreff"!): Wecke in der Einleitung das Interesse des Lesers und stelle einen Bezug zwischen dir und der Stelle her. Gib im Hauptteil nicht einfach deinen Lebenslauf wieder, sondern betone die Tätigkeiten und Fähigkeiten, die dich besonders für den Job qualifizieren. Formuliere einen positiven Abschluss, der, falls gefordert, auch deine Gehaltsvorstellung und den frühestmöglichen Eintrittstermin enthält.

### DIE RICHTIGEN FORMULIERUNGEN

Grundsätzlich gilt: Formuliere dein Anschreiben selbstsicher, aber nicht überheblich. Vermeide inhaltslose Floskeln und verzichte darauf, dich anzubiedern. Verwende nicht zu häufig "Ich"-Sätze, sondern formuliere die Sätze ausgehend von der Stellenbeschreibung. Vermeide Füllwörter und Relativierungen (eigentlich, hauptsächlich, etc.), da diese abschwächend wirken.

### VOLLSTÄNDIGKEIT

Dein Anschreiben sollte auf eine DIN-A4-Seite passen und trotzdem vollständig sein. Zur inhaltlichen Vollständigkeit zählen deine wesentlichen Qualifikationen für die Stelle, der Bezug zum Unternehmen und, falls gefordert, die Angabe der **Gehaltsvorstellung**. Formal vollständig ist das Anschreiben mit deiner Adresse und der des Unternehmens, einer Betreffzeile und dem Datum, der Grußformel am Schluss ("Mit freundlichen Grüßen") und deiner Unterschrift.

See:

<https://www.staufenbiel.de/ratgeber-service/bewerbung/bewerbungsschreiben.html>

(only available in German)

Further information also on:

<https://www.staufenbiel.de/ratgeber-service.html>