



COVER LETTER OUTLINE FOR EMAIL

Think of a cover letter as any written piece of correspondence you will email, fax or mail to a potential employer. Cover letters can be attached to online applications, put in the body of an email, or mailed. If the cover letter is “optional”, take the opportunity to write one and show how YOU are the right fit for the position.

Email Version Notes

The subject line will be the first thing most recipients will see of your email. Follow the exact instructions provided by the company about your subject line. If you do not follow them exactly your resume submission might not get routed properly. If no instructions are given regarding the subject line then we suggest you use something like: job title, your name and resume submission.

Begin your email Dear Ms. or Mr. and the person’s last name. If you have done research and you cannot find the name of the correct person you can put either, Dear Human Resources, Dear Creative Manager or something similar.

Email Example

Subject: Graphic Design Internship – Ann Academy – resume submission

Dear Graphic Design Department Manager,

Paragraph #1

First state why you are writing. Indicate what you know about the company and who referred you (if there is a personal referral). Personalize your letter by mentioning the company name and any specific knowledge you have of the company and its products or services. State in one sentence why you’re a good match for the position, and/or the company and/or its goals.

Paragraph #2

Describe why you’re a good match by highlighting one or two of your most significant accomplishments or abilities. Pull inspiration from the job description itself; this is the place to sell yourself to the exact needs of the company and state that you possess the skills and talents they seek. Remember, your goal is to distinguish yourself from the other candidates. Do not repeat your resume. This can be done in a paragraph or in brief summary statements.

Paragraph #3

Point out that a resume detailing your qualifications is enclosed. Thank them for their time and consideration. If you have contact information for the contact (name, email, phone number) then close by stating that you will follow up with them in set period of time (the next week for example). If you are writing to no one specific, invite them to contact you at their convenience to discuss your qualifications further.

Sincerely,

Your Name

Your title (Bachelor of Fine Art, Graphic Design Candidate)

Email address

Phone number

Final line should read: Enclosures: Resume, Portfolio or Reel (portfolio and reel, if applicable)

NOTES: Remember to enclose your resume, portfolio, and/or reel. USE SPELLCHECK and PROOFREAD! Check your grammar (ex. they’re vs. there vs. their). Follow-up if you said you would!



COVER LETTER OUTLINE FOR LETTER OR ATTACHMENT

Written Version Formatting

Draft a properly formatted letter following this example for the header:

NAME ADDRESS, CITY, STATE, ZIP CODE, PHONE NUMBER, EMAIL, Portfolio website URL

(This should be the same format as the header that you have on your resume and reference sheet)

Date

Name of Individual

Title

Name of Company/Organization

Mailing Address

City, State, Zip Code

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Final line should read: Enclosures: Resume, Portfolio or Reel (portfolio and reel, if applicable)

NOTES: Remember to upload your resume, portfolio, and/or reel. USE SPELLCHECK and PROOFREAD! Check your grammar (ex. they're vs. there vs. their). Follow-up if you said you would!



THANK YOU EMAIL OUTLINE

To present yourself in the best possible way to the people you meet or connect with for an internship or a job interview, it's imperative to express your thanks. At the conclusion of your interview or call, thank anyone you speak to for their time and for speaking to you. This includes anyone you speak to on the phone or meet with in person.

You should also send a thank you email and a handwritten note in the mail to the people you spend time with during an interview. Consider this anyone you interview with directly, the people in human resources who take the time to talk to you about the company or show you around, etc. You want to be remembered and set yourself apart.

In the current business climate we recommend a day-of email thank you note. Email is the best way to follow up with the people that would be most influential in hiring you, or anyone senior to him/her.

In addition to the thank you email a hand written note is encouraged and appropriate. As an artist, you can make a card that showcases or captures your design sense. You can also buy basic blank note cards at a stationery store.

If you do not know a person's email address ask them for a card (in person) or their email address (phone interview). If they ask why, say you would like to follow up on the meeting or call, and to thank them for their time. If that's too awkward while making the rounds talking to people at a company, you can familiarize yourself with the email convention of a company. These tend to be standard throughout an organization. The Academy of Art's email convention for example is: first initial last name (all together) @academyart.edu.

You can also look the person up on LinkedIn where sometimes they list email addresses, or you can send a LinkedIn message to anyone you are connected to.

Email Thank You

Subject: Thank You for the Interview on (date)

Dear First Name (once you've spoken with them, it's okay to use their first name), or Hello First Name,

Thank the person for the interview. Refresh the employer's memory by stating the date and time of your meeting, the position (s) discussed, or the topics covered.

Reaffirm your interest in the organization and mention how several items that were discussed affected your outlook regarding a specific position or your general outlook of the company. It's very important here to demonstrate your clear understanding of the company's or department's goals and vision for the future. If there was a personal characteristic, work experience, or other type of pertinent information that you did not mention at the interview, use this email to provide this information to your interviewer. Sell yourself to the needs of the company and its goals

If applying for a specific job, state your continued interest, otherwise highlight your favorable impressions of the company. Finally, again thank the individual for his or her time and consideration in meeting you, and how you intend to follow up.

Sincerely,

Your Name

NOTES: Your actions speak loudly about you. If you state in your thank-you that you will follow up, do it. You can either call or send another email about 10 days later if you do not hear from anyone before then. It's okay to leave a voice mail.



HANDWRITTEN THANK YOU LETTER OUTLINE

Hand Written Note

In addition to the thank you email a hand written note is encouraged and appropriate. As an artist, you can make a card that showcases or captures your design sense. You can also buy basic blank note cards at a stationery store. We suggest that you keep it short, no more than four lines.

Dear First Name (once you've spoken with them, it's okay to use their first name)

Let the person know it was nice to meet them. Thank the person for the interview and specify the date you met with them.

Reaffirm your interest in the organization and the position you interviewed for. State your interest in the company and the position. State in one sentence why you are a good fit. Let them know you will follow up with them.

Sincerely,

Your Name

NOTES: Your actions speak loudly about you. It's good to state in your thank you that you will follow up with the people in a position to hire you, or make a decision about hiring you. The next step is to do it. You can either call or send another email about ten days later if you do not hear from anyone before then. It's okay to leave a voice mail. Make sure to write legibly and put your best foot forward.