

## COVER LETTER TEMPLATE FOR COLLEGE STUDENTS

When an employer is filtering through applications, cover letters are often used to sort and prioritize candidates. As a means of introducing yourself and contextualizing your experience, a good cover letter can send your application to the top of the pile.

Writing an effective cover letter of your own is a much easier task after you've established the key elements college students need to emphasize when applying for internships or jobs.

## COVER LETTER TIPS FOR COLLEGE STUDENTS

### **PERSONAL CONTACT DETAILS**

Provide your name, phone number, and email address. It is also helpful to link relevant social media accounts like LinkedIn to your contact details that reflects upon your professionalism and experience.

### **RECIPIENT CONTACT DETAILS**

When you're submitting a printed cover letter using paper, listing the name of the intended recipient can help ensure your correspondence ends up in the right hands. You can typically skip this step when you're digitally submitting your student cover letter.

### **REFERENCE LINE**

People receive all kind of junk email. The reference line lets your recipient know why you're reaching out. It should read something like "Re: Application for Internship Position."

### **FIRST PARAGRAPH: OPENING STATEMENT**

Cover letters along with resumes, especially for students, are the first impression for potential employers. Use your opening statement to provide a brief introduction of yourself. It might include your educational status, special distinctions you may hold, or anything else that can help the reader get a sense of who you are.

## **SECOND PARAGRAPH: EXPLAIN WHY YOU ARE A GOOD FIT FOR THE JOB**

What makes your skills, interests, and experiences relevant to the job? As a college student pursuing a career in your chosen field, the bulk of a cover letter should emphasize how your skills and experiences align with the employer's organization, even if you don't have direct work experience in the field.

By carefully looking over a job listing, you can quickly appraise the qualities an employer is searching for. You can also use this paragraph as an opportunity to signal your involvement and interest with the company or industry.

## **THIRD PARAGRAPH: CALL TO ACTION**

A student's cover letter is basically an advertisement for yourself, which is why you should close with a call to action. It might be a request to arrange an interview to discuss your qualifications further, or even instructing the reader to direct their attention to your portfolio.

## **HOW TO WRITE A COVER LETTER**

When writing a cover letter, always consider the perspective of your reader. This is a great opportunity to highlight your skills and desire to work for the company and interest in this career field.

You would also want to highlight how your experience or skills were applicable to the job. Reading and understanding the job description of the job or internship you are applying for is helpful creating a cover letter that is specific for the position you are seeking.

If the job description for an insurance agent position happened to be seeking applicants with people skills, you would want to provide a detailed picture of your interpersonal skills in action. Your cover letter is ultimately trying to address the question of how you can help the company achieve its goals, or how those goals overlap with your own. Take the opportunity to sell yourself and your skills even if you may not have all the credentials at this point to support your interest in the position.

## **SAMPLE COVER LETTER TEMPLATE FOR STUDENTS**

Re: Application for Insurance Agent Position

Mary Jones  
324 Book Drive  
Charleston, SC 29401

David Smith  
Regional Hiring Manager  
Alliance Insurance Group  
321 Oak St.  
Columbia, SC 29204

Dear Mr. Smith,

My name is Mary Jones and I recently discovered your job listing for the Insurance Agent position via Purple Briefcase. I am currently a Business Administration student at Benedict College, and I am expecting to graduate in the Fall of 2020.

During my time working as a tutor at the College, I found a passion for meeting and interacting with new people. In that experience, I learned a variety of ways to help people solve problems and thus enhanced my ability to connect with diverse populations. Through these engagements, I have elevated my academic impact in the classroom and increased my personal and professional growth and development.

Alliance Insurance Group is a staple in our community, and I would like to be a part of your continued growth and expansion into this region. I feel my educational background and personal skill sets align with your company's mission and I believe I am uniquely suited to thrive in the advertised position. I would love to interview for the position and further discuss how I can contribute to your organization. Thank you for your consideration and I look forward to hearing from you in the near future!

Best Regards,

Mary Jones