A MATCHING GAME:

Develop Your Cover Letter Content

Job/Internship Requirements What are the employer's top needs?	**You** How do I meet these needs?
Skills:	Skills:
Knowledge:	Knowledge:
Experience:	Experience:
Why them? What do I know about the employer? Why do I want to support their mission/purpose?	Why you? Why am I a good match for the position/employer? Have I made a connection between the employer's needs and my talents?