Getting Noticed:

Your audience will notice a number of important things when it comes to your cover letter. Here are four basic issues to keep in mind when you write your cover letter:

1. **Fit** (skill set, abilities, competencies, values, etc.)
2. **Overall Knowledge** of the organization
3. **Focus and Organization**
4. **Professionalism** (grammar, salutations, correctness)

**Audience Analysis**
- **Background Knowledge**
  - What is this organization about?
  - Do they have a mission statement?
  - What is their philosophy?
  - Who does the organization serve?
- **Needs/Interests**
  - What are the organization's goals?
  - What kind of expectations do they have for potential employees?
  - What does the organization value?
- **Fit**
  - What skill sets/abilities are they looking for?
  - Are your values similar to the organization's values?
  - Who is the perfect person for this job?

**Representation:**
How would you need to represent yourself based on how you’ve answered these questions?

Writing Studio Cover Letter Workshop
REV. March 26, 2014