A. **Creating An Effective Cover Letter**
   - You should develop a standard, yet flexible letter.
   - Write with a four paragraph maximum in mind, to hit five key points:
     - Introduction/The Reason for your contact.
     - The specific interest you have in this particular employer and their practice.
     - Your interest in and/or ties to their geographical area.
     - Your strengths, attributes & skills that will contribute to the employer's continued success.
     - Conclusion/resume reference/availability for an interview.

B. **Your “Baseline” Cover Letter Broken Down**
   - **Paragraph 1**
     - Brief personal introduction.
     - Lead with a strength/attention-getter (“As a...with...”)
     - Personal connections and/or referrals go here.
     - Apply for the position.
   - **Paragraph 2**
     - Ties to/Interest in specific legal market.
     - Reasons why you are particularly drawn to this employer.
   - **Paragraph 3**
     - Focus is about you, and what you would bring to the table.
     - Tie experiences to tangible, transferrable skills.
   - **Paragraph 4**
     - Reference enclosed materials.
     - Tell reader when you will be in their city, or about your availability to interview.
     - Thank reader for his/her consideration.

C. **To Whom Should You Write?**
   - **If position has been formally posted:**
     - Send your application to the listed individual
     - You may send a separate letter to other individuals with whom you “connect”
     - Reference that you have already applied through proper channels
     - You may state an interest in speaking with them further
   - **If the position has not been posted:**
     - Send your application to the designated recruiting coordinator or member of the hiring committee, if listed
     - You may send a separate letter to other individuals with whom you “connect”
     - Reference that you have already applied through proper channels
     - May state an interest in speaking with them further
   - **If the position has not been posted and there is no clear point of contact:**
     - Send application directly to an attorney, with this suggested order of priority:
       - 1st – Fellow Duke Law/undergraduate alumnus or other attorney with whom you have a “connection”
       - 2nd – Lead attorney in your practice area of interest
       - 3rd – Name partner or other senior person within the organization