

**Sample Cover Letter**  
**Exercise Science Majors**  
**Human Performance Concentration**  
*Suggested Format, Content and Guidelines*

**Date of Letter**

**Name of Prospective Employer**

**Title of Person to Whom the Letter is being sent**

**Organization/Company/Business Name**

**Street Address**

**City, State, Zip**

Dear Dr./Ms./Mr.:

The **First Paragraph** is the introduction. Start the introductory paragraph by indicating the **purpose of your letter** (inquiring or applying about/for a Corporate Fitness Specialist position, Hospital-based Wellness Program, Strength and Conditioning Specialist) and state who recommended that you contact this individual (one of your Academic Major professors suggested you make contact with company X. Moreover, state where you read about the job opening or how you became familiar with the company in question. For example: “Dr. Finn/Rinehart/Martens/Kemler/Axtell, etc. told me about the opening in your company”. Towards the end of the first paragraph demonstrate why you would be a significant asset to this company, hospital, University, etc. (emphasize your strong academic background, related University work experiences).

The **Second Paragraph** is used to highlight your very **specific skills and experiences** that would be valuable to a future organization. The specific points noted in the letter should be an expansion of materials presented in your resume. For example, paragraph number one may have suggested a strong academic background, your resume states you will earn your B.S. in Exercise Science with a concentration in Human Performance, now you want to make the reader see what specific parts of your coursework make a direct connection to the position to which you are applying. Many positions where you will initially begin your careers will want to know if you can assess the various aspects of fitness (aerobic capacity, body composition, muscular strength and endurance, flexibility, etc.) The points that you highlight in this paragraph should be ones you will be able to expand upon in a future interview. If possible, research the organization/company and position in question before beginning this letter as the information obtained will help to focus the contents of the letter on the key aspects the organization/business is seeking to add to their team.

The **Third Paragraph** serves as a **concluding/summarizing paragraph**. Begin this paragraph by restating your keen interest in the position/organization/business and articulate your readiness to follow up with additional information if necessary (i.e. documentation of degree, American College of Sports Medicine (ACSM) certifications, National Strength and Conditioning Association (NSCA) certifications). Your final statement will indicate that you look forward to their reply and that you follow up this letter with a phone call to verify that all necessary materials have been received (Cover letter, resume, application, recommendation letters, and other necessary documents).

Sincerely,

**Your Full Name**

**Address**

**Phone**

**E-mail**