

## Cover Memo Checklist

### Proper Memo formatting

**Audience Analysis:** 1-2 paragraphs that specify any special qualities or experiences that this company maybe looking for in its employees; Anything you know about the person to whom you are writing; any important elements in the history of the company.

**Job Description:** Discusses qualifications you need for the job and personal qualities.

**Rhetorical Analysis:** Describes how and why you adapted your resume and cover letter for the particular job, company, and reader. Explains what each document focuses on, and precisely how this focus was achieved.