

Cover Letter Tips

A cover letter is your first opportunity to demonstrate your personality to a potential employer. A well-written resume and cover letter can set you apart from the crowd.

Consider the following points when writing a cover letter:

- **Personalize your cover letter whenever possible.**

A cover letter addressed “To Whom It May Concern” resembles random or bulk mail. Take the time to research the company and find out to whom the letter should be addressed.

- **Note the specific position you are seeking.**

Companies know when you have done your homework, so refrain from distributing bulk cover letters. Familiarize yourself with the employer’s job requirements and keywords. Use specific examples that demonstrate how you will meet the needs of the position.

- **Be brief.**

Employers do not want to know your life story. Be concise in your explanation of why you should get the position.

- **Keep it simple.**

Let your accomplishments and experiences speak for themselves. Fancy fonts, colored paper, and smiley faces may be fine for friends, but they are inappropriate for a cover letter. Use the same font style and paper as your resume.

- **Don’t repeat your resume.**

Your cover letter should touch on major points of your resume, not repeat it. Select one or two key items from your resume and highlight them.

- **Proofread, proofread, proofread.**

Always use spell-check. Take advantage of this computer software. It identifies many typos but not all. (For example, the words “there” and “their” commonly are misused on resumes and cover letters, as are “its” and “it’s.”) Proofread your work several times, and ask a friend or family member to review it, as well. The more time you spend proofreading your resume and other application materials, the better they will be.