



Gearing Up For Your Transitions

How to Write a Cover Letter

Cover letters reinforce your resume and introduce you to your potential employer. The cover letter tells briefly what makes you right for their available position.

A couple of guidelines will help you to create effective cover letters that work. You will need to write a new cover letter for each application. You can use the same format and copy and paste but make sure you do not leave information describing something about the previous employer.

- Be specific. Make sure you concentrate on their organization and the job description. Name the company and the job for which you are applying in the letter. If your letter is tailored to them they will notice that you are seriously interested in working for their company or organization.
- Starting your letter with Greetings instead of Dear Sir or Madam personalizes the letter giving it a warmer feel. If you know who the application is going to, use their name.
- When making statements about your skills, state that they meet or exceed what the company is looking for in their new employee. You may want to tailor your resume and cover letter to the keywords written in the job description.
- Mention your education and any other training that relates to the open position.
- Never assume that they will see every detail on your resume. Your cover letter needs to give them a brief (one page if possible) pitch on why you are the best for the job.
- The last paragraph of your cover letter should tell them you are looking forward to an opportunity to meet with them to discuss their needs and how you can help their company.
- Make sure your cover letter is free of misspelled words or typographical errors, has weak or poor sentence structure, is boring, contains condescending statements, or fails to address the reader.