

Top 10 Cover Letter Tips

1. Draft your cover letter to be specific to each potential employer. Explain why you're interested in this employer and provide enough detail so the employer senses genuine interest.
2. NEVER address a cover letter to "To Whom It May Concern." Find out the name of the hiring partner, recruiting coordinator, HR contact, etc. and address your letter to that person.
3. Write your letter to answer the employer's question, "What's in it for me?" In other words, explain why you're the ideal candidate to meet the employer's needs rather than focusing on how you'd benefit from working for this employer.
4. Make sure you proofread your cover letter and have someone else review it as well. Employers may assume that typos indicate a lack of attention to detail and sloppy work habits.
5. Use action verbs and details to make your cover letter engaging and interesting.
6. Your cover letter should not exceed one page.
7. Be clear about what you're seeking, whether you're requesting a job interview or an informational interview.
8. Consider what information you might add to the cover letter to "breathe life" into your resumé. Your cover letter shouldn't simply regurgitate the information on your resumé; it should demonstrate how your experience and skills meet the potential employer's needs.
9. Promise to follow up within a specific period, and do so.
10. Conclude by thanking the reader for his or her consideration.