

# Writing Your Cover Letter

## Keep the following in mind when writing a cover letter:

- Write the letter with the intent to convince the employer to invite you for an interview
- Use the letter to show your enthusiasm for the job
- Showcase you have the skills to be successful—do this by describing a project, role or experience where you applied the skills the employer seeks
- Customize the letter to the position you are applying to

## Some basic Don'ts:

- Never use the salutation "To Whom It May Concern" -- always identify a person to address your letter to – if you can't find a contact, then use Dear Hiring Manager or Dear Search Committee
- Never open with: Hello, my name is....
- Never be general with your statements-- targeted, on-point messaging shows your ability
- Don't simply repeat the information on your resume or CV
- Don't exceed a page in length

## Intro Paragraph:

- Specifically mention the role and company you are applying to—this personalizes the letter and shows you aren't using a basic template
- Make a connection with the reader when possible—maybe you have a common acquaintance, or the company mission and goals resonate with your own
- End the paragraph with a statement identifying the skills, knowledge and/or experience you plan to address in your next paragraph

## Body Paragraph(s):

- Be sure to show you can do the job and provide specific examples of previous experiences which illustrate you have the skills to do the job
- Explain why you believe you are a good fit for the position and the organization
- Be sure to indicate how you will bring value to the employer and why you want to work

## Closing Paragraph:

- Thank the employer for looking over your application materials and restate your interest in the position and/or employer
- Indicate your willingness to follow-up with more information if needed and your interest in speaking further about the opportunity
- Include your email and phone number if you did not use your resume header on your letter

## Signature:

- Always close with Sincerely, and sign your name