



**Advice for Writing a Cover Letter**

## Introduction

Cover letters, in the same manner as resumes, are intended to grab the attention of a prospective employer and increase the chances of your application getting noticed. Keeping it short but incorporating key reasons that you should be the one working for the employer is not an easy challenge. The areas mentioned below will help you start writing strong cover letters while keeping the information brief and to the point. When writing a cover letter ask your self the following questions.

## Who is it that you are talking to?

Your cover letter should be **adapted to the specific job and company** you are targeting. Avoid using a single general letter of presentation for all the jobs you are applying for. It is always a good idea to keep a general template that you can build and modify as the situation changes.

Personalize the letter by addressing the hiring manager or human resources employee by name and including their title. You can write the full address of the company if you like, but this is not necessary.

## Why do you want this position? What is motivating you to consider this job over others?

Your cover letter should reflect your personality. One of the things it will tell the reader is how well you communicate. Demonstrate to the reader how working for them will satisfy both your goals as well as the employer's and creates a win-win situation.

Even a brief scanning over of the letter should be enough to convince the reader that you are the ideal candidate.

## What are you talking about?

Explain the reasons of why you want to work for that specific company. Don't hesitate from expressing your respect for the company and what it does.

## What can you do for this company that no one else can?

Refer to the job description and briefly describe how you will fill the requirements.

## **Break it down into sections**

A cover letter is normally comprised of three paragraphs. In the first paragraph, describe your interest in the company. In the second, describe how you will contribute to the company. Finally, in the third paragraph, thank the employer for taking the time to consider your application. Don't be afraid to **ask** for an opportunity to meet with them, this further demonstrates your interest.

## **Think before you write**

Be patient and take the time you need to do a good job writing your cover letter. Proofread it and even have someone else read it whose opinion you trust. Families and friends are not always the best people to get approval from, unless they can separate themselves from the situation and provide objective feedback.

## **Keep it short and to the point**

A good cover letter should never be longer than one page. Lengthy cover letters can turn off a busy manager who may be looking at dozens, if not hundreds of letters and resumes from applicants.

Avoid beginning all the paragraphs and sentences in the same way, especially with the word "I".

## **Conclusion**

Following these steps will help you get started in writing a successful cover letter. You may even want to try it out a couple of times until you are confident with the letters that you are creating and the type of messaging that you will be using.

Best of luck!