

Cover Letters

To be or not to be?

Cover letters are a necessary component of a successful job application process. Make sure yours stands out and highlights why you are the most qualified for the job of interest.

A cover letter is the method of introducing you and your job application to the prospective employer/hiring manager.

- There are five key components:
 1. **Getting a name.** The salutation is where you address the communication to a particular person. Use online resources or even call the company and ask for the name of the hiring manager.
 2. **Grabbing the reader's attention.** A powerful opening is critical. Try to grab the reader's attention and present some immediate and focused information about you related to the job.
 3. **Highlighting what you can do.** Focus on one or two relevant examples of your work or experience that you can bring to the position. Be sure to mention the results you achieved and the impact you can have in the new position.
 4. **Sharing what you know about the company.** Research the position to understand the responsibilities. Study the company's culture, mission and goals and showcase how you relate to them. Identify your most relevant skills and competences and explain how you can help meet the company's needs.
 5. **Closing with a call to action.** Summarize what you have to offer and suggest a meeting to learn more about the opportunity.
- Keep your letter short and concise. Typically it's around three paragraphs maximum.
- Use keywords. Keywords can be found in the job description or company website.
- Be enthusiastic and confident. Send a message that you are passionate about the position and the company and believe in your abilities.
- Proofread. Spelling and grammar mistakes can disqualify you immediately so take the time to proofread your letter and then proofread it again. Ask someone else to review it as well.

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