

# COVER LETTER GUIDELINES

## **The First Paragraph.**

- Start out with a strong opening line. Nobody enjoys reading "I'm writing to express interest in the \_\_\_ position" or any other generic openers. Make it personal and make it memorable.
- Connect it to the company. Share the reason why you've applied to this company or this role and what excites you about it.
- Focus on the position's functions, not just the job title.

## **The Second Paragraph.**

- This is not the place to just repeat everything you've said in your resume. Reflect on some of your bigger accomplishments and expand on them.
- Whenever possible, incorporate numbers as they help showcase tangible experience.
- Utilize the new position's job description and tie your personal experience to the role. The focus should be what you bring to the table, not what you would gain.
- Keep it specific to the industry and highlight their most valued skills.

## **The Third Paragraph.**

- Reiterate what interests you in the company. Incorporate their mission and values as reasons on why you want to work for them.
- Use action-focused vocabulary and show confidence on why you would be a good fit.
- Only if necessary, this is where you would include salary expectations and/ or your intention to follow up.

## **Reminders.**

- Try hard to locate the hiring manager's (or person in charge of screening candidates) name. If that information isn't provided, stick with "Hiring Manager."
- Do not copy and paste company names into your cover letter. It will always read that way. Cover Letters should be *very* specific to the role you are applying for.
- Use this as an opportunity to address any job gaps and/or reason behind changing industries.
- Do not highlight any inexperience you have, focus on the similarities between you and the future position.