

COVER LETTER WRITING STRATEGIES
& HELPFUL HINTS



- 1. A cover letter is known as a letter of introduction, a letter of application. You must send your resume with a cover letter because few employers seriously consider a resume without one! A dynamically written cover letter needs to be part of your job-search strategy. It tells the employer the type of position you're seeking and why you are qualified for that position.**

- 2. If you don't know who to address the letter to, here are some options:**

Dear Hiring Manager	Dear Recruiter
Dear Manager	Dear Sir or Madam:

- 3. A letter can explain things your resume can't. Your cover letter should call attention to and highlight skills and experiences. Don't repeat your resume in the cover letter.**

- 4. Write an original, signed letter each time, do not mass produce.**

- 5. Letter format should be professional – use the standard business-letter format.**

- 6. Be sure your letter is neat and attractive, free of spelling errors**

- 7. Cover letters should not be longer than one page.**

- 8. Did you use action verbs? Read the letter aloud to yourself. Have another person read the letter and give you feedback.**

- 9. Does the letter sound professional, interesting and enthusiastic?**

- 10. Have you told the employer what you can do for the company rather than what the company can do for you?**

- 11. Double check that the phone numbers and contact information is typed correctly.**

- 12. Research the company if you can to learn more about them and include a piece of information in your letter.**