

Best Practices When Preparing Cover Letters

- Match your formatting with your resume.
- Make it personal and address your cover letter to a named individual.
- Start from scratch to create a personalized letter without copy and pasting from your resume.
- Write a great first paragraph that will be your hook to get the reader's attention.
- Mention why you want to work for their company. Include facts or information you found that motivates you to apply.
- Focus on your strengths by highlighting skills or experiences that demonstrate your fit for the role.
- Give the reader information that matters to them – avoid repeating your resume.
- Keep the tone positive and enthusiastic.
- End your letter by requesting an interview.
- Mention that you will follow up your letter if you are prepared to do so.
- Keep the length to one page.
- Do an "I" check and ensure that there are not too many (Ctrl + F).
- Proofread, proofread, and have someone else proofread or read out loud before sending.



The resume focuses on you and the past. The cover letter focuses on the employer and the future. Tell the hiring professional what you can do to benefit the organization in the future.

- Joyce Lain Kennedy