

## TIP SHEET: Cover Letters – Best Practices

### 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.

