

TIP SHEET: Cover Letters – 5 Steps

Step 1: Make it Personal

Find out who to address your letter to – Use LinkedIn, google, company website – about us, newsletter, media, call the company and ask for a name. Find out that person’s title as well. Use first and last name and avoid gender labels.

Dear Bob Smith, Department Manager

Step 2: Tell Them Why You Picked Them

Make it perfectly clear which position you are applying for by using the exact title, location and/or posting id or job #. If you want them to be interested in you, let them know why you are interested in them. Instead of starting out talking about yourself, let them know what it is about their industry, company, department that interests you. Dig deep into information on the company website to find something interesting or unique that connects with you and be specific. Once again – doing more than the average cover letter writer. Remember, you are building a relationship through this piece of paper.

Step 3: Tell Them Why They Should Pick You

Pick two or three things from the job description that you can demonstrate a competency for and speak about how you will add value to their business. How will you resolve their pain points? Add a statement from a reference letter or a recommendation from LinkedIn to show them what others think about your work.

Step 4: Show Passion

Demonstrate motivation and desire to work with their company. It’s okay to say “I would love to work with the team at company name” and let them know how much you want to work there.

Be careful as there is sometimes a fine line between desire and desperation.

Step 5: Show Kindness

Demonstrate respect and kindness with your tone. Be genuine and polite and thank the reader.

Employers want to hire someone who makes their life easier and is enjoyable to work with.