



Cover Letter Tips

DO

- Individualize each letter so that it is unique to that particular employer.
- Start your letter off with a strong sentence; one that almost begs the reader to read on.
- Keep your letter to one page.
- Make your letter look graphically pleasing. Center your letter. Top and bottom margins should be equal. Side margins should be 1 inch each. Use the same header that is on your resume.
- Use good quality paper that matches your resume.
- Ask directly for a meeting and indicate that you will call within a week to 10 days to arrange a convenient time. By mentioning when you will call in the letter, you are showing serious interest and initiative. Remember - you must do what your letter says you will do.
- Mention your resume and any other enclosures.
- Keep a copy of every letter you send out. When you make follow-up phone calls, it is always helpful to have a copy of your letter in front of you to know exactly what you wrote to this particular person, especially since all your letters will be different.
- Make it perfect: no typos, no misspellings, no factual errors. After spellchecking on your word processor, proofread your cover letter carefully.

DON'T

- Use qualifiers. "*I feel that...*" or "*I think that...*" These qualifiers only weaken what comes after them. Usually, these statements can be left out and the remaining sentence can stand as is.
- Start every sentence with "I."
- Send a "one size fits all" letter that looks like it could have been sent to anyone.
- Point out what the employer can do for you or what you hope to gain from this job. Rather, show how your accomplishments can address the needs of this particular employer.
- Repeat everything on your resume.
- Copy sample cover letters and present them as your own.