



Quick Tips: The Cover Letter

BASIC TIPS:

- When writing a cover letter, it's a good idea to follow these three steps:
 - 1) do your homework on the company so you understand what the company does, what it's key products are, its philosophy, its leaders, and what the qualifications are if you are applying for a specific position
 - 2) connect the dots in your letter so whoever reads it knows that you took the time to research the company/ organization and why you are well suited for this job
 - 3) keep your letter short and to the point
- Make sure your cover letter has a clear beginning, middle, and end. You don't have to include everything about yourself but make a point of clearly showing your interest and how your background, experience, and/or qualifications are a good "fit" for the job so a recruiter will be more inclined to want a face-to-face interview.
- Be sure to customize your cover letter to each individual company that you are applying to. Cover letters that are obviously generic or unspecific may actually leave a negative impression. Displaying your specific knowledge about the company will show the recruiter your passion and understanding for the industry. If you have specific skills that would be beneficial to the company, include that in your cover letter.
- Overall, you want to describe why you are a great fit for the job and the organization. Let your personality shine through and sell yourself!