

## Cover letter Tips:

✗ **Always mail a resume with a cover letter.** Writing a cover letter often shows a level of interest that is appreciated by an employer. A resume alone might be ignored as there is nothing to distinguish it from other resumes.

✗ **Address each letter to the recipient by name.** If you do not know the name of a contact, call the organization and find out who is the manager or director of your department of interest. If you cannot obtain a contact name, write "Dear Director:" You could also choose to write the president of the organization. At worst, your letter will get sent to Human Resources; at best, s/he may take an interest in you. A letter addressed "Dear Sir/Madam" will get as much attention as mail marked "occupant."

✗ **Keep your letter to one page.** Letters much longer will lose the reader's attention. Employers read through many cover letters and resumes and want to be attracted by a letter that is succinct, catchy and says something unique about the person.

✗ **Research the employer.** Your letter should reflect that you know something about the organization and the type of industry in general. Each letter should be unique to that organization. Do not use a letter that looks like it could have been sent to anyone.

✗ **Count the "I's" in your letter.** Be careful not to begin too many of your sentences with "I." Change sentences so that the word "I" is eliminated. For example, "I have had experience in..." could be changed to "My experience includes..."

✗ **Start your letter with a strong sentence.** Inspire the reader to read on by communicating something unique to that person or organization. Show them that you want the job.

✗ **Use the body of the letter to highlight brief facts which arouse the reader's curiosity.** Hopefully it will interest the reader to look closely at your resume and ask you for an interview.

✗ **Conclude the letter by directly asking for an opportunity to meet and/or talk with the employer.** Indicate when you will call to follow up and (hopefully) arrange a time to meet for an interview. Always follow up when you say you will.

✗ **Proofread!** Make sure there are no typos, misspellings, grammatical or factual errors. Employers are always looking for reasons to weed people out of a large pile of resumes and cover letters.

### Cover Letter Resources:

- ✗ The Cover Letter Almanac
- ✗ The Everything Cover Letter Book
- ✗ Cover Letters That Knock 'Em Dead
- ✗ Black "Cover Letter" Examples Binder in the resource library
- ✗ Appointment with Peer or Derek