Cover Letters

The purpose of a cover letter is to capture the reader’s attention and entice them to continue to read your résumé. Never use a generic cover letter; always write an original letter to the specific job and company. Use good sentence and paragraph structure. Avoid copying information from your résumé. Recap and highlight your relevant skills for the employer. Use confident language. Avoid the words feel, think, try, hope, and believe. Do not use cliché or gimmicky phrases.

Use the AIDA principle of effective marketing to formulate your letter. Capture Attention, generate Interest, create Desire, inspire Action.

Format in full block style. All lines begin at the left margin. One page in length. Use the same letterhead, font, and margin as your résumé or use the business letter format for your address.

[Box]

For a hard copy of the letter that you take to your interview, neatly sign your name within the four spaces between the closing and your typed name.

Type Your Name Here