

Advanced Cover Letter Guidelines

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A Word about My Cover Template

My Cover Letter Template is particularly useful for the opening, paragraph transitions and closing, as well as how to tie your experience to the posting. Make sure you **INFUSE IT WITH YOUR PASSION** for the **Job**, the **Company**, the **Industry**, their **Mission**, their **Values**, and/or **anything else that is relevant & compelling**.

Before You Begin Writing

- Always, Always, Always include Cover Letter with your resume
- Have the Job Description in hand and sections highlighted that you want to use in your cover letter (these should correspond directly to your experience and is called ‘connecting the dots for the employer’)
- Think about 2-3 experience strengths you will use in the opening paragraph (these will mirror the Objective on your resume, i.e. management, finance, analysis, research, etc.), then reiterate again in the closing paragraph
- Think about 2-3 of your accomplishments (directly from your resume) that you can use in the body of the cover letter
- Remember to focus on employer’s needs when explaining how and why you are the best candidate for the position

Writing Tips

- Target your letter to each and every job opening by using the posting as your guide
- Focus on what you can do for employer; not what the job will do for you
- Keep it brief - less than one full page. Use concise & clear writing; proof read many times!
- Avoid beginning sentences with “I”
- Use active voice with action verbs
- Article: [The proper use of spacing between sentences \(1 space not 2\)](#)

Opening Paragraph

- State your interest and purpose for writing to the company by using a “Grabber” statement highlighting 2-3 experience strengths you want to leverage (i.e. mgmt, operations, finance, etc...)
- Reference the name of the publication or website
- Avoid canned phrases, i.e. “Please find enclosed my resume for the position of --”
- Never begin your cover letter with “I”.
- Example: “With years experience in finance and project management, I am very interested in position as advertised in.....”

Body of Letter (Middle Paragraph/s)

- Use accomplishment statements from your resume
- Dissect the Job Description and use items from it tying directly to your experience that relate to the employer’s needs
- Don’t emphasize your desires, focus on how you can contribute to this company with your past experience and education
- Use terms that the employer uses in the Job Description or that are industry specific when detailing exactly how you will make an immediate contribution
- Focus on the company, show interest in their products/services
- Never begin a paragraph with “I”
- Never use bullets in your cover letter, these are reserved for your resume

Closing Paragraph

- Briefly restate interest/key qualifications to mirror the 2-3 experience related strengths mentioned in the opening paragraph
- Thank them for their time and consideration
- End with “Respectfully,” or “Sincerely,”