



# Cover Letter Tips



## Personalize It

- Address it to a person if possible
  - a. Hiring manager
  - b. Department head
  - c. Recruiter
- Avoid “To Whom it May Concern”



## Strong Opening Paragraph

- Avoid “I am writing to apply for...”
- Instead:
  - a. Mention a key achievement
  - b. Express genuine enthusiasm
  - c. Reference something specific about the company



## Connect Your Experience to Their Needs

- Don’t just restate your resume
- Instead:
  - a. Pick 1-2 major accomplishments
  - b. Explain how they directly relate to the role
  - c. Show impact
- Think “Because you need X, I bring Y.”



## Show Cultural & Mission Fit

- Research:
  - Company values
  - Recent news
  - Products/services
  - Leadership philosophy
- Then reflect alignment in your letter



## Keep it Concise

- 3-4 short paragraphs
- Under one page
- Clear, confident tone



## **End with Confidence**

- Reaffirm your interest in the role and company
- Briefly summarize the value you bring
- Express appreciation for their time and consideration
- Indicate your interest in discussing the opportunity further