

COVER LETTER GUIDE

Your cover letter is part of your marketing material –
you are marketing yourself!

TIPS

- Change your cover letter (not your resume) to fit the job to which you are applying
- The job of the cover letter is to attract the reader to look further - to look at your resume
- Talk more about what you can do for the employer than what they can do for you – the fact that this is the ideal job for you and will help you grow and develop and will make you happy is not saying what benefit the employer will get from hiring you
- Use examples to demonstrate your abilities
- Do not write more than one page
- If you are using a cover letter previously used as a starting point, make sure you change the information to the current opportunity (e.g. If you applied for a Customer Service Representative at TD Bank and are now applying to Scotiabank, your letter should not still say TD Bank! It happens a LOT!)
- Check and recheck your spelling – those red underlines are trying to tell you something

THE SET-UP

HEADING

Use the same as you developed for your resume – by doing so, you are giving the company a professional, polished image of your marketing material

CURRENT DATE

RECIPIENT'S INFORMATION

Name, position, company name, and address of the person to whom you are sending this (no phone number or email) –

SPELLING MUST BE CORRECT!!!

SALUTATION

Dear Mr. or Ms. and last name (unless you know them personally) – if you don't know the name of the person hiring, phone the company and find out, if not then "Dear Hiring Manager" or "Dear Human Resources" **but not** "To Whom it May Concern"

ABOUT

Re. Job Title and Number

BODY

Catchy **first sentence** or subject line rather than "I saw your advertisement in the..." – grab their attention, put your personality into it

What are they asking for in the ad? Tell them how you fulfill those required qualifications – tailor make your cover letter to each job

Highlight particular strengths, highlight any relevant experience

Research **the company** and mention something about it

Closing paragraph – express your enthusiasm

CLOSE

Yours sincerely, six lines for signature (or fewer if sending by email), your full name