

# Cover Letters

A well-crafted cover letter can make all the difference when applying for a new job. It can help you stand out from the crowd, explain why you're the best candidate for the position, and ensure that your resume gets noticed.

## Cover Letters Should:

- Capture Their Attention - Start with an attention-grabbing introduction
- Be Personalized – Tailor to each job and company
- Be Concise and Specific - Get Straight to the Point.
- Go Beyond the Job Description.
- Relate to the Person, Position, Company
  - Reference something you have read or researched – **do research**
- Showcase Achievements - Use Numbers and Examples

*Don't be shy – It's your time to be proud of your accomplishments*

## Components of a Cover Letter:

- Strong Opening Sentence
- Tell Your Story
- Address Their Needs
- Close Strong

Don't rehash your resume. The cover letter is where you should promote yourself, describe your ambition and express your enthusiasm for a new role and company in a way that is distinct from your resume.

- Relate your skills and experience to the job description and requested qualifications.
- Tailor each cover letter to the specific job you are applying for and demonstrate genuine interest
- **Why:** Explain why you would love to have the job in question.
- **Describe How:** Show specific examples of achievements and accomplishments, not the duties you have had.
- Show that you've done research on the company, by commenting on its mission or key leadership.
- Finish with a call to action that invites the hiring manager to follow up with you regarding the job opportunity.