COVER LETTER CHECKLIST

A cover letter showcases your written communication skills and may increase your chances of landing an interview.

GENERAL APPEARANCE AND FORMAT

✓ Be sure your cover letter is no more than one page in length with consistent font size (11pt-12pt) and type (Times New Roman, Arial, Verdana, Calibri) throughout. Coordinate with your resume for a consistent feel.
✓ Use single spacing for each paragraph but leave blank lines between each paragraph and as appropriate to business letter format rules.
✓ Be genuine, professional and friendly. Use your own words. Avoid clichés, overly formal or flowery wording.
✓ Do NOT use a standard cover letter. Employers can tell when you change a standard letter and make it your own because they fall flat. A cover letter showcases you and the quality of work you can generate.
✓ Do NOT use unprofessional language (chat speak, texting language, or something shorthand).
✓ Always proofread your cover letter to be sure it is 100% free of grammatical and spelling errors!
✓ Do NOT regurgitate the information on your résumé; you may however highlight your strong points to get the reader's attention.
✓ Do NOT start every sentence with “I” or “My.”
✓ Incorporate key words from the job posting into your cover letter. If they are asking you to do XYZ, talk about experience as it relates to the job posting.

GREETING

✓ If you can, always address the letter to an actual contact name vs. “To whom it may concern”. With so much information available through LinkedIn and company websites, do the legwork to find the appropriate hiring manager’s name along with the exact spelling.
✓ Don’t assume Ms. over Mr. when it comes to gender neutral names— do your homework via networking. If appropriate prefix is unknown, use “Dear Taylor Smith:” or “Dear Alex Jones:”. Do not use a prefix.
✓ If you cannot find a name for the hiring manager, use the format of “Dear Position Title Search Committee:” instead of “To whom it may concern:”

THE BODY (1-3 PARAGRAPHS)

✓ Be sure all information that was requested in the job posting is included or defined in your letter.
✓ 1st Paragraph: Communicate the reason you are writing by identifying the position you are applying to, how you learned of the position and your strongest qualifications for the positions. (For entry-level, degree-related positions, your education is of particular interest.)
✓ 2nd Paragraph: Communicate the reason you are interested in this position by describing how strongly your experiences, education, skills, and attributes align with the position and company needs.
   ● Use the job posting along with information gathered via research and networking to articulate and market “you.”
✓ 3rd Paragraph: Communicate the specific reason the company should be interested in you. What makes you stand out over anyone else with the same degree and same qualifications?
✓ Final Paragraph: Express interest in an interview, refer to your resume and any applicable attachments, provide details on how you can be contacted and express appreciation for their consideration.

STILL STUCK?

Remember, a cover letter is a summary of why you are the best candidate for the position. The best candidate doesn’t merely meet the basic and preferred qualifications, rather their past accomplishments and experience make them individuals that companies want to learn more about. Your cover letter should set you apart from the competition.

Does your cover letter answer the following?

☐ Can you do the job—is it clear you have the right skills, abilities, education and experience to be successful?
☐ Will you do the job—Have you shown an interest in the work itself and the right attitude, values and spirit?

SAMPLES ON THE BACK
Dear First Name Last Name:

1st paragraph: State the reason for the letter, position you are applying to, and how you heard about the position by naming the publication/web-site/etc.

2nd paragraph: Express your interest in the position and company. Indicate your knowledge of the company by showing how your background/experience relates. Focus on what you can do for the employer.

3rd paragraph: Why you? Why should the company consider you for an interview? This is where you can spotlight the specific skills and experience you bring.

4th paragraph: Refer to any attachments and indicate that you would like the opportunity to learn more about their opportunities. Indicate that you would be happy to provide additional information if needed and how to reach you. Thank the reader for their time.

Sincerely,

First Name Last name

First Name Last Name
Phone Number
Professional Email Address
Attachment