

Why Cover Letters Matter

- Demonstrate your unique value proposition and highlight subjective professional skillset
- Explain why you are making a career change, why you might have gaps in your resume or why you are a better fit than someone with a similar resume

Format

- Ensure the length is one page or less
- Use a simple font and layout
- Copy the header from your resume with your name, phone number and email
- Place the date, name and address of employer at the top aligned to the left
- Use the formal full name of the hiring manager or head of the department in the salutation. You can find this by doing online research or simply address as “Dear Hiring Team”

Content

- First Paragraph**
 - Tailor an engaging opening line specific to the company and job
 - Introduce yourself, expressing your interest and how you learned of the role
 - Mention name of the person who referred you here, if applicable and any exposure or shared experience drawing you to that specific team or employer
- Middle Paragraphs**
 - Sell yourself for the position and why you are qualified
 - Give examples of results, accomplishments and skills using keywords from the job posting
 - Link your experience to specific responsibilities listed in the job posting
- Closing Paragraph**
 - Thank them for their consideration
 - Be specific about how to be reached for any possible next steps

Final Steps

- Double-check for errors in spelling, grammar, formatting and other inconsistencies
- Save the document in PDF format with a professional file name
- Ask a friend or mentor to proofread the final version with a fresh set of eyes
- Ensure each iteration of your cover letter is proofread for adjusted content errors

For a sample, visit bit.ly/vuccbusinesswriting