

How to Write A Cover Letter



A Guide to Writing a Cover Letter that Impresses Your Reader

The cover letter is a tool to help introduce yourself in a memorable, personal way during a job application.

A [well-crafted cover letter](#) goes over information on your resume and expands this information for the reader, taking them on a guided journey of some of your [greatest career and life achievements](#).

When starting to write any cover letter, it is always best to plan the content of your letter based on the [requirements of the job](#) you're applying for.

This guide will cover: the essential elements of a successful cover letter, how to write a unique cover letter, what to include in cover letters, what not to include and how you should submit your cover letter.

What is a Cover Letter?

Your [resume](#) is intended to lay out the facts, but your cover letter is meant to convey more personality. The cover letter is your first introduction to the person

who may hire you, and its goal should be to make you [as memorable as possible](#), in a good way.

That means writing a unique cover letter for every job you apply to. No templates. No pre-written nonsense. The format of your cover letter should also match the company and the industry you're applying to.

There is no "official format" for your cover letter or the information you include in it, but your cover letter should be [visually organized](#), and orderly in its presentation of information.

Successful cover letters go something like this:

1. **Memorable introduction**
2. **Specific, organized examples of relevant work done and problems solved**
3. **Concise conclusion with a call to action**

The rest is up to you. As we'll go over in the next section, "What to Include in Your Cover Letter," successful cover letters prove that you are qualified for the job by telling [stories that demonstrate your skills and experience](#).



What to Include in Your Cover Letter?

You shouldn't try to fit your whole career and life into the space of a cover letter.

Your cover letter should be a [carefully curated selection of stories](#) from your career that gives the reader a clear idea of who you are and how you can [add value](#) to their company.

The Society for Human Resources surveyed organizations on [resumes](#), [cover letters](#), and [interviews](#) and found the top three things that must be included in a cover letter are:

- How a candidate's work experience meets job requirements.
- How a candidate's [skills](#) meet job requirements.
- Why a candidate [wants to work](#) at the organization.

Your cover letter needs to provide this information and leave the reader convinced that [you are the right person for the job](#).

To accomplish this, you should be using the requirements of the job to dictate the content of your cover letter and following these best practices.

Show how you can solve *specific* problems

Saying you're a 'problem-solver' is about as helpful as explaining your preference for chocolate croissants over regular croissants. Don't tell them about your amazing [problem-solving skills](#). Explain the details of a particular problem you were key in solving and how exactly you employed your skills to solve it. Better yet, if you know the company has a particular problem you could help solve, outline how you can help solve it.

Pick an appropriate voice and tone

You should write like yourself, but you should also pick [the appropriate voice and tone](#) for the company you're applying to.

[Researching the company](#) will help dictate the tone you want to use, which may differ greatly, depending on where you apply. For example, the tone of your letter for a legal consulting firm will likely differ from [a tech startup](#).

Tell your story

Telling stories from your career is a great way to demonstrate your skills and give [hiring managers](#) some insight into your [personality and work style](#).

When looking for the right stories to tell, always look to the requirements for the position in the [job description](#).

It is also helpful to [research the company](#) further online to get a sense for the company's culture. Before drafting your cover letter, compare your skills with the requirements for the position.

It can be helpful to use Venn diagrams to brainstorm and find what competencies you want to highlight and what specific experiences you want to share. After you create this diagram and identify what falls into both circles, overlapping subjects will direct and inspire the content of your cover letter.

Let's say you're applying for a marketing director position. Among other aspects in the description, the job requires several years of marketing experience, a deep knowledge of lead generation, and **strong communication skills**. Describe how, in your previous role as a marketing manager, you ran several campaigns for your clients and exceeded their expectations of lead generation (with specific numbers, if possible), and how you also **trained and mentored** new associates on how to manage their own accounts, which improved client retention rates.

Your anecdote is accomplishing a lot at once—it's demonstrating one of your top hard skills, lead nurturing, and showcasing how you can collaborate with trainees, **communicate effectively**, and educate new employees on processes and client relations. You're proving that you can meet the communication standards and marketing knowledge they're seeking.

Honesty is the only policy

[Dishonesty on your cover letter](#) isn't in your best interest.

Implying or stating that you have a skill that you don't actually have will come back to bite you upon being asked to use that skill in the interview or on the job.

Don't sound like everyone else

"Hi, I'm ___. I'm a detail-oriented, multi-tasking, **natural-born leader** and I am perfect for your company."

Hiring managers are going to read the same basic cover letter repeatedly, and you don't want to be the last template email the hiring manager discounts before lunch. Adding a little word variation helps you **stand out against other applicants**.

Instead of describing yourself as creative, try imaginative. You're inventive, not innovative. You're not determined, you're tenacious. These word variations at least show that you can think beyond what the average applicant is willing to do.

End with a call to action

End your letter with a [reason for them to contact you](#). But don't add remarks like, "I'll call to schedule an interview." This doesn't make you a go-getter, it crosses a boundary.

Instead, let the call to action be polite and open ended, suggesting that you are excited to offer more information and that you're looking forward to talking with them.

Proof your cover letter

Always [proofread your cover letter for errors](#) and have friends and family read through the cover letter.

How to Make Your Cover Letter Unique?

When thinking about [how to make your cover letter unique](#), keep the following statements in mind:

- You should make your cover letter unique and show the reader who you are as an individual.
- You should include experience and skills that relate directly to the job posting.

These might sound like opposing statements, but they're equally important for writing a successful cover letter.

Your cover letter needs to be highly related to the job you're applying to, but the way that you prove your qualifications should show who you are as an individual.

Tell a compelling story

Everyone loves a good story, and recruiters and hiring managers are no exception. [Telling compelling stories](#) from your career will make your cover letter unique and memorable for whoever reads it.

Just be sure that the stories you choose demonstrate proficiency with the skills, tools and concepts that are required by the job you're applying for.

What makes this company your go-to choice? Why is this company special to you? Perhaps you're attracted to [the workplace culture](#), or perhaps you've always admired the business philosophy that the company lives by.

Address the recruiter or hiring manager by name

Now it's fine to just use "Dear Sir/Madam" or "To Whom It May Concern" when addressing the recruiter. In fact, I can tell you from experience that most people use precisely these words. However, I can also tell you that most people don't get the job. If you want to make a strong impression, [take time to research who you're addressing](#).

You may have to make a few phone calls or try several searches before you find the right name, but, the harder they are to find, the less likely other applicants are to do it and the [more impressed they will be](#) with you.

Give your cover letter a unique visual format

A unique visual format for your cover letter can help you stand out from other candidates in a positive way. Just be sure that the unique format you use is appropriate for the company you're applying to and their industry.

[Here's a good example of an eye-catching cover letter format:](#)

STAND OUT FROM THE CROWD

Anatomy of a Perfect Cover Letter

1

YOUR NAME 555-212-8533
your-email@gmail.com

2

Dear [Recruiter/Hiring Manager's Name],

3

INTRO PARAGRAPH:

Grab the reader's attention right away with a **unique opening line**. In a few sentences, describe what role you're applying for, why you're interested in the job (**and the company itself**), and what makes you a good fit.

4

BODY PARAGRAPH(S):

List the responsibilities of your position, projects you participated in, skills you acquired, and above all, the **impact that you had**. Feel free to include any accomplishments or awards you received.

5

CLOSING PARAGRAPH:

Re-emphasize why you're interested in the position, why you're passionate about the company, and why you'd make a good fit. In addition, describe how you, if hired, would contribute to the company.

CALL-TO-ACTION:

Prompt the reader to move forward with your application by inviting them to follow up with you, and thank them for reviewing your cover letter.

6

Sincerely,
[Your name]

What to Leave Off a Cover Letter?

Recruiters and hiring managers read thousands of cover letters and resumes, so make sure that you avoid these [cover letter errors](#):

Avoid overused phrases

The average cover letter is going to be extremely generic and contain [overused expressions](#) such as “Thank you for taking the time to look at my resume” or “I believe that my set of skills make me a great fit for the job.” While none of these lines hurt your chance of getting the job, they certainly don’t help either.

Career coach Angela Copeland says, “stay away from phrases that are known to annoy hiring managers, such as ‘heavy lifting’ or ‘think outside the box’ or ‘game-changer.’”

Here are some more phrases that [make recruiters and hiring managers groan](#):

- “To Whom It May Concern”
- “I’m not sure if you know”
- “Dynamic”
- “Please feel free”
- “Significant”
- “Self-Starter,” “Detail-Oriented,” and “Forward-Thinker”
- “Really, truly, deeply”

Recruiters and hiring managers go through hundreds of cover letters and get tired of [these clichés](#). They're waiting for something new and refreshing to come along and it's in your best interest to do so.

Never include irrelevant information

Never include irrelevant information in your cover letter. Irrelevant information can confuse or bore the reader, causing them to miss important points in your cover letter.

How to Submit a Cover Letter?

The longer you [“sit on” a cover letter to edit and re-write it](#), the longer you prolong the opportunity for someone else to [get the attention of the hiring manager](#) you want to impress.

You should submit your cover letter as soon as you are certain that:

1. Your cover letter, resume and [portfolio work](#) are free from errors.
2. Your cover letter is written in a way that balances professionalism with personality.
3. Your cover letter [catches the reader's interest](#) from the first sentence and maintains it throughout.
4. Your cover letter uses the requirements for the job and information on the company as a guide for its content.

5. Your cover letter tells stories that are filled with examples that satisfy job requirements and make you stand out positively as an individual and a potential employee.

Submitting your cover letter

Always follow the submission instructions laid out in the job description when submitting your cover letter.

If you are submitting the letter through a website with fillable fields, be sure that no formatting or content errors have occurred.

Learn More!

If you have any more questions about how to write a successful cover letter, here are some related articles we've written on crafting cover letters that make you stand out from other applicants.

[Get Noticed: Write A Cover Letter That Makes You Stand Out](#)

[How To Write An Entry Level Cover Letter](#)

[9 Attention-Grabbing Cover Letter Examples](#)

[4 Cover Letter Blunders and How To Fix Them](#)

[How To Write a Cover Letter & Resume That'll Guarantee a Job Offer](#)

<https://www.glassdoor.com/blog/guide/how-to-write-a-cover-letter/> January 2021

Michelle Snyder

Anytown, CA | 555.152.2452 | michelle.snyder@email.em | linkedin/myprofile

Damon Rivera
Human Resources Manager
JMGM Corporation
226 Voorhees Street
Teaneck, NJ 07666

Dear Damon Rivera,

As a highly skilled project manager with 11 years of experience, I am writing to express my interest in the project manager position at your company. My experience aligns well with the position as I have worked in project management for several years with a prominent retailer, and I know I would make a valuable addition to your team.

After working for over a decade in project management, I have advanced knowledge in developing scopes; keeping projects moving; submitting deliverables on time; and ensuring a seamless experience for both the company and the customer. I excel at:

- Outlining project scopes, managing timelines, and deadlines.
- Tracking and reporting on overall progress.
- Managing daily operations and implementation of new programs.
- Forecasting project revenue and ensuring all goals are met.

Please review my attached application and resume for additional details regarding my experiences and achievements. Do not hesitate to reach out if you have any questions or need further clarification of my experience. I look forward to meeting with you and discussing the position in more detail. I can be reached at 555.152.2452 or michelle.snyder@email.em

Thank you for your consideration.

Michelle Snyder

Sonia Maxwell

Anywhere, FL | 555-654-9876 | Sonia.Y.Maxwell@gmail.co

Michael Mandel
Human Resources Manager
Dade County Personnel
1Miami Avenue
Miami, Florida 33321

Dear Michael Mandel,

I am a successful business professional with a proven track record of business growth and restructuring of multinational corporations. I would bring my tenacity and penchant for success to your organization in the capacity of the senior executive. As such, here are the main areas of expertise I will bring to your company:

- A strong commitment to the industry, having contributed my talents in the food and beverage category in a variety of role and capacities.
- Solid marketing background and the savvy to implement, understand and troubleshoot marketing operations while achieving business growth and increase market share result in profitability by 50%.
- The entrepreneurial spirit, adaptability, and knowledge that will bridge essential relationships to achieve business success
- More than 15 years of strategic, forward - thinking initiatives that transcend the current state of the company to deliver profitability and achieve growth.

My MBA degree and leadership positions held in a volunteer capacity with various non-profit organizations further bolster my qualifications and aptitude to complete the job requirements. I would like to discuss also with you the experience and value I will bring to your company as I have done so often in the past.

I will contact you in the coming days to arrange an interview. If you would like to get in touch before then, please contact me at Sonia.Y.Maxwell@gmail.co, or call at 555-654-9876.

Thank you for your consideration.

Sonia Maxwell

Jenna Martin

555-662-6753 | jenna.j.martin@gmail.co | LinkedIn/Jennaprofile

Doris Johnson
Human Resources Manager
Opo Workforce Inc.
1760 Blank Avenue
Miami, Florida 33306

Dear Ms. Johnson,

I am writing to express my interest in the summer internship program with your marketing company. I learned about your company through the student center at my university.

Currently majoring in marketing, with a minor in statistics, I will receive my degree next spring. While I have a comprehensive marketing and analytics background, my emphasis is on government campaigns. I feel that your agency places prominence in similar areas and having the privilege of serving as an intern with you will increase my learning opportunities. It will also give me the exposure I need to advance my career.

I would like the opportunity to meet with you and discuss the internships opportunities you have available. Please let me know if you have any questions or would like to see specific work samples. You can reach me by phone at 555-662-6753 or by email at jenna.j.martin@gmail.co. Thank you for your consideration.

Sincerely,

Jenna Martin

Professional Cover Letter

✉ your.name@gmail.com

📞 (XXX) XXX-XXXX

📍 142 Your Address Blvd, City Name, CA XXXXX

Today's Date

Hiring Manager's Name

341 Company Address

Palo Alto, California 94301

(xxx) xxx-xxxx

hiring.manager@gmail.com

Dear [Hiring Manager's Name],

I'm writing to apply for the Restaurant Manager opening at MOD Sequel. I have more than five years of experience managing restaurants and bars, and my professional expertise aligns closely with the responsibilities outlined in your job advertisement.

In my role as Restaurant Manager for Bar Louie, I proved to be an efficient, enthusiastic, and strong leader. My value quickly became apparent to Bar Louie's shareholders after I single-handedly trained and prepared the entire waitstaff for opening night and beyond. Not only did our team meet sales goals each month for the first year, but the down payment for the property was even paid back after the first six months of operating.

MOD Sequel would benefit from my skills in the following areas:

- Eye for excellence and high level of standards
- Strong work ethic and leadership skills
- Positive attitude even under pressure

I believe MOD Sequel will be a great success for many years to come, and my extensive expertise will help ensure your establishment succeeds well into the future. My time spent in this industry has prepared me for such an opportunity, and I sincerely hope I can contribute soon as a member of your team.

It would be a privilege to discuss your Restaurant Manager position in more detail. I'm happy to come by whenever it's most convenient for you. Thank you for your time, and I'm looking forward to hearing from you.

Sincerely,

[Your Name]

GENERAL COVER LETTER



Aadhira-goswami@gmail.com



(908) 657-8219



167 Roosevelt Ave., Jersey City, NJ 07097

Oct 30, 2018

Jessica Doe
81 Federal Ave.
New York, NY 10001
(908) 771-1091
Jessica.Doe@Westwardstrategies.com

Dear Ms. Doe,

I was excited to see your job listing for the Lead Digital Marketing position at Westward Strategies on Indeed.com. As a dynamic email marketing specialist with over two years of professional experience executing market research, analyzing consumer data, and running A/B tests to drive successful marketing campaigns, I'm confident that I would be a valuable asset to the team at Westward.

Your job listing mentions a need for someone who is experienced in email segmentation and campaign development, both of which are areas I have extensive experience in. I'm currently employed at Marketed Inc., where I've honed my skills by running numerous successful email marketing campaigns. While employed here, I've spearheaded a digital promotion campaign for the company's new line of sandals that successfully raised our total online engagement by an impressive 13% over the course of six months, contributing substantially to the department's annual goals.

I'm confident that my proven track record of excellent work ethic, unparalleled attention to detail, and high-performing email marketing campaigns will make me an immediate asset at Westward Strategies, and allow me to contribute to the team's success.

I look forward to discussing the Lead Digital Marketing position and my qualifications with you in more detail. I'm available to talk at your convenience. I'll be in touch next week to follow up and to make sure you've received my application.

Thank you so much for your time and consideration.

Sincerely,

[Your Name]