



COVER LETTER CHECKLIST

What To Include:

- The same contact information as your resume
- A consistent look
- Paragraph sections (i.e., salutation, opening, main body, closing)
- A length of about half a page
- Your key skills (customized to the job for which you're applying)
- Reason why you would be best for the position

What To Omit:

- Avoid "To Whom It May Concern," "My name is," "I am writing to express my interest in," "I'm probably not the best candidate, but," and "I am applying for the role of [title] at [Company]"
- Never reuse a cover letter
- Don't repeat your resume

Design Elements:

- Keep it short
- Keep it succinct
- Use one-inch margins
- Use numbers and metrics
- Avoid graphics
- Use an appropriate font style, size, and color
- Format appropriately
- Use a common document type
- Include white space
- Use boldface for emphasis

Spelling, Grammar, and Punctuation

- Use action words
- Pay attention to details
- Ensure a punctuation and capitalization is consistent and correct
- Employ a friendly but professional tone

Bonus Tips for an Outstanding Cover Letter

- Get to know the company's culture and make sure the tone of your letter reflects it
- Focus on your work experience rather than your education
- Use an active voice instead of a passive voice
- Show interest and enthusiasm about what you have to offer and what the company is doing
- Write like a real person and be yourself (not fake or too formal)
- Stay positive and focus on your strengths; don't apologize for not having the right experience