



Writing a Cover Letter That Will Get You Noticed

Some job seekers might ask themselves, “Do people even write cover letters any more?” The answer is, of course, YES! Cover letters are an essential part of the job search and can even have the power to make or break your application with an employer. This is why it’s so disappointing to see so many job seekers failing to spend the required amount of time and energy on creating a successful cover letter.

While it’s true that a cover letter is not necessary for every job application, it’s important to understand how to write one properly. In the case of a referral, for example, you will want to write a cover letter that explains why you are being referred for the position and how you know the mutual connection. A cover letter should not just be an attempt to match the job description and should not be phrased to be what you think the hiring manager wants to hear.

A personalized, well-thought-out cover letter can make the difference in whether or not you secure an interview with a company, so don’t just grab a stale template off the web.

Here’s what you need to do to write a cover letter that works:

Make it new every time.

Every job application requires a brand new cover letter that’s specifically tailored to the job and the company. Yes, this can be a lot of work, but the pay-off is worth it. Don’t use the same cover letter for every application. The cover letter should detail why your experience makes you the perfect fit for the position and show your excitement for working at this particular company.

Keep it simple.

A cover letter isn’t a novel. Keep your cover letter brief, generally one page



or less. Use only as much space as is needed to touch on your qualifications and what excites you about the position.

Don't just copy your resume.

The employer has your resume. They know what's on your resume... so don't put all that information in the cover letter. The cover letter should add a new dimension to your application. Remember to highlight your greatest work-related achievements and any other relevant information that isn't on your resume.

Stay humble.

You might be tempted to say something like "I'm the best candidate you'll find" or "I'm about to blow everyone else out of the water." The truth is, however, that you can't know that you're the perfect person for the job, so all you're doing is filling your cover letter with empty words. Instead, be specific with your accomplishments and relate them to the position and how you can use these skills to help the company. Be confident, but don't exaggerate. ■