

How to Write a Cover Letter

What is a cover letter?

A cover letter is a personalized document that you send along with your resume to introduce yourself to potential employers.

It serves as a tailored introduction by highlighting your skills, experiences, and why you are a great fit for the specific job you are applying for.

A cover letter gives you the chance to make a strong first impression and explain how your qualifications align with the employer's needs.

Keep it short and simple; your cover letter should have two main paragraphs and should not be more than one page.

Do not write a cover letter unless the job application requires one.

Writing cover letters can be time consuming because each application requires a unique one.

Cover Letter Opener

You are writing a letter to the hiring manager or talent acquisition team, so the cover letter should start like:

Your Name

Your Contact Information (Phone number, Email address)

Date

Hiring Manager Name (if available)

Title Company

Name Company Address

Afterwards, start the cover letter by introducing yourself:

Dear Hiring Manager name (if unavailable, use "Dear Hiring Manager"),

I am writing to express my keen interest in the [Job Title] position advertised on [Platform where you saw the job posting].

First Paragraph

The first paragraph should mention why you want to work for the company. Do a bit of research and see if the company's vision, mission, and values align with your personal vision, mission and values. If you are a long-time user of the company's services or products, then write a personal story about that.

I am particularly impressed by [Company Name]'s commitment to [Mention something specific about the company that resonates with you]. My own passion for [Your related passion] aligns perfectly with your company's mission, and I am confident that I can contribute to the continued success of your brand.

Second Paragraph

The second paragraph should talk about your skills and previous work experience. Review the job description of the job you are applying for and make sure you highlight the qualifications by bringing up your skillset.

With my background in [Your Field or Industry] and [number] years of experience in [specific skills or job functions], I am confident I possess the skills and qualifications necessary to excel in this role. In my previous role as [Previous Job Title] at [Previous Company Name], I played a key role in [Briefly describe a relevant accomplishment that showcases a skill mentioned in the job description]. For instance, I [Provide a specific example of your actions and the positive outcome].

Cover Letter Wrap-Up

Make sure you end the cover letter by thanking the hiring manager.

Thank you for your time and consideration. I am eager to learn more about this exciting opportunity and discuss how my skills can benefit your team.

Sincerely,

Your Name

Cover Letter Template

Your Name

Your Contact Information (Phone number, Email address)

Date

Hiring Manager Name (if available)

Title Company

Name Company Address

Dear Hiring Manager name (if unavailable, use "Dear Hiring Manager"),

I am writing to express my keen interest in the [Job Title] position advertised on [Platform where you saw the job posting].

I am particularly impressed by [Company Name]'s commitment to [Mention something specific about the company that resonates with you]. My own passion for [Your related passion] aligns perfectly with your company's mission, and I am confident that I can contribute to the continued success of your brand.

With my background in [Your Field or Industry] and [number] years of experience in [specific skills or job functions], I am confident I possess the skills and qualifications necessary to excel in this role. In my previous role as [Previous Job Title] at [Previous Company Name], I played a key role in [Briefly describe a relevant accomplishment that showcases a skill mentioned in the job description]. For instance, I [Provide a specific example of your actions and the positive outcome].

Thank you for your time and consideration. I am eager to learn more about this exciting opportunity and discuss how my skills can benefit your team.

Sincerely,

Your Name