

What should my cover letter include?

Review your cover letter and check for the following:

- Does your cover letter follow the format of a professional business letter (see guidebook for samples)?
- Is your cover letter visually appealing and easy to read? (Recruiters look at cover letters for maybe 5-10 seconds at first, they will not read it if it looks sloppy and inconsistent)
- Did you make sure there are **NO** typos, grammar or spelling mistakes?
- Is the formatting you used (font type & font size) consistent?
- Is the text lined up consistently?
- Is it legible? Is the font large enough that you are able to read it? This means that the font is typically at least 11 point
- Is there a space between each paragraph?
- Is your cover letter 1 page?
- Did you address the letter to someone specific (if possible) instead of “Dear Sir” or “To Whom it May Concern?”
 - If you are unable, write “Dear Hiring Manager” or “Dear Recruiter”
- Is it clear what position you are applying for? This should be included within the first paragraph
- Is the cover letter customized to the position you are applying for and the company. Do not create generic cover letters – this is a red flag to recruiters and HR professionals
 - Did you explain why you are interested in the position/organization? Did you do research about the company and then incorporate some of your knowledge within the letter?
- Did you review the job description so you can highlight the skills the employer is specifically seeking and that you possess? Remember to give examples of how you developed those particular skills.
- When you made statements such as “I am the ideal candidate” or “I am very interested”, did you give some examples as to why you are the ideal candidate or explain why you are interested?
- Does your letter project energy, enthusiasm and confidence?
- Would you feel confident and comfortable speaking about your experiences and skills that you highlighted on the cover letter during an interview?
- Did you thank the individual for their time and consideration (typically included within the last paragraph)?
- Did you sign the letter (if you are printing/faxing it)?
- Did you have at least one trusted professional or career coach review your cover letter and give you feedback?