**Cover Letter Checklist**

**Centre for Business Career Development**

**The Basics – General Formatting**

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| [ ] Tailor the cover letter to the position – research hiring manager’s name, or use “Dear Hiring Manager” or “Dear Recruitment Team” – **do not** use “Dear Sir/Madam”[ ]  Express what you can do for the employer – link key requirements to your skills and experience[ ]  Do not ramble or repeat what is on your resume – be short, concise and draw on relevant experiences[ ] Header matches resume style | [ ]  Present transferrable skills that the employer is seeking – draw these skills from the job posting[ ] Limit cover letter to 1 page[ ] Show passion and interest in the position [ ] Proof read – printing out a hardcopy will make it easier to catch any mistakes[ ]  Company name and address is included in header |

**First Paragraph – Capturing the Employer’s Interest**

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| [ ]  Introduce yourself with a powerful opening sentence[ ]  Show your uniqueness and set yourself apart from others[ ]  Capture the reader’s interest – highlight the skills you bring to the position | [ ]  Paragraph should be strong but short and concise [ ] Outline your connection to skills mentioned in job posting |

**Second Paragraph – How You Fit the Position**

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| [ ]  Use paragraphs or bullet points[ ] Highlight three skills, experiences or knowledge that strongly align with the position or company requirements [ ] Briefly explain how you have demonstrated these skills – focus on accomplishments | [ ]  Draw from experiences and information on your resume[ ] Identify any skill gaps and explain how they will be reduced  |

**Third Paragraph – Tie Everything Together**

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| [ ] Include information researched on the company,but **do not** repeat the company website[ ] Answer the employer’s questions: “How will this person help my department?” | [ ]  Avoid ambiguous or vague statements (e.g. “I believe…”)[ ] Concentrate on what you can do for the employer, **not** what the employer can do for you |

**Closing – Follow Up and Last Impression**

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| [ ]  Let the employer know how and when you will follow up (graduate jobs only) | [ ]  Display confidence in your closing – leave the employer with a positive impression |

[ ] Thank the employer for their time