**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