



The Perfect Cover Letter



CRAFTING THE PERFECT COVER LETTER

A cover letter is a short, single page letter or email that you include with every application and/or resume you send out. The cover letter introduces you to the employer, and it gives them insight into who you are, not just your skills and experiences.

The cover letter also explains to the recipient exactly why you are contacting them, and what you hope to achieve...an interview!



Inside This Guide

- ☐ Our Top 10 Cover Letter Tips
- ☐ Different Types of Cover Letters
- ☐ Three Cover Letter Samples

A close-up photograph of a hand holding a piece of white chalk, writing on a green chalkboard. The hand is positioned on the right side of the frame, with the index finger and thumb gripping the chalk. The chalkboard has some faint, handwritten text in white chalk, including the word 'Round' and some numbers. The text 'Our Top 10 Cover Letter Tips' is overlaid on the left side of the image in a white, sans-serif font.

Our Top 10 Cover Letter Tips

OUR TOP 10 COVER LETTER TIPS

1

Don't Duplicate Your Resume

Your cover letter complements your resume, not repeats it. The cover letter should give additional value. Your cover letter is your chance to expand on your resume and also, to explain why you're a great fit for the company.

2

Address Your Cover Letter/Email

If possible, send your email to an actual person. If you find yourself writing a cover letter and you're unsure of who to address it to, use "Dear Hiring Manager" or "Dear Recruiter". Don't use "To Whom it May Concern" or "Dear Sir/Madam" as those are considered outdated. You can also call the company directly to ask to whom you should address your letter.

3

Optimize Your Email Subject Line

Most cover letters are sent via email. Make your subject line work for you - clearly state that you're an applicant, include your name to make the email easy for the reader to find. Follow the format: "Application for [name of job] at [name of company] - [your name]."

Example: *Application for Social Media Manager at XYZ, Inc. - Mary Johnson*

4

Focus On the Value You Bring

Don't make the cover letter all about what you're looking for. Make your letter "all about them". What can you do for the company? What can you walk through the doors and deliver? Convey your passion for what the company does, and focus on the value you can add and the difference you can make. As you focus on the company's needs, use the word "I" sparingly.



5

Tailor Your Cover Letter

You should never use the same cover letter for every opportunity. Tailor your cover letter to each specific job and company. Pay careful attention to what is written in the job description and mimic what they are looking for. Look for key words and phrases in the description and make sure to echo those in your letter.

6

Focus On Your Most Important Skills

After the opening paragraph, the next 2-3 paragraphs should highlight 2-3 of your most relevant abilities. Structure each paragraph around one of the skills. Write 2-3 sentences about how your experience specifically showcases each skill.

7

Balance Professional and Personal Tone

Be yourself. Always be professional, but inject a little personality so you stand out.

8

Keep it Short and Sweet

Your cover letter should never go over a single page. Keep it clean and concise. Keep your sentences focused and avoid using flowery words. Make sure your cover letter is brief enough to still be read but detailed and interesting enough to make them want to learn more about you.

9

Keep Your Signature Simple

Wrap it up with a simple signature. Include your full name to help them remember you. Add your phone number and any social media links you'd like to include (like your LinkedIn URL). If you do add social links, make sure they are clickable.

10

Proofread, and Proofread Again

Make sure your cover letter is error free. It's the first impression you make on a hiring manager or recruiter. Double check to make sure your spelling and grammar are correct. Better yet, have a friend proofread it for you.



Different Types of Cover Letters



DIFFERENT TYPES OF COVER LETTERS

<p>Job Posting</p> <p>You're replying to a specific job posting that you saw online</p>	<p>Cold Call</p> <p>You're reaching out "cold" to a company you're interested in</p>
<p>Recruiter's Ad</p> <p>You're replying to a job that's been posted by a recruiter or staffing agency</p>	<p>Recruiter Cold Call</p> <p>You're reaching out to a recruiter with whom you'd like to work, without knowing what jobs they have open</p>
<p>Referral</p> <p>You've been referred to a company or hiring manager and you're following up to introduce yourself</p>	<p>Blind Posting</p> <p>You're replying to a job that's been posted but you don't know who the hiring manager is, or sometimes, even who the company might be</p>
<p>Internship</p> <p>You're applying for an internship</p>	<p>No Prior Work History</p> <p>You're applying for a job but you're early in your career and don't have experience you can reference</p>

[Click here](#) for examples of how to respond to each type.

Sample Cover Letters



COVER LETTER SAMPLE #1 *(source: themuse.com)*

Dear [name],

With the utmost enthusiasm, I would like to express my interest in the [position title] position at [company].

My interest in [field] has taken me from [experience] to [experience]. I believe that my passion for [aspect of your field or background], strong commitment to [aspect of your field or background], and interest in [aspect of your field or background] make me an ideal candidate to join the [department] staff at [company].

As a candidate, here's what I could immediately bring to the table:

An effective [descriptor that reflects transferable skill #1]: In my role at [previous job], I [action or accomplishment]. I was also able to showcase my [skill] abilities as a [role] in [project name] project by [what you did].

A disciplined [descriptor that reflects transferable skill #2]: I have always displayed my careful approach to [job duty] by [action]. At [previous company], I frequently [action]. In addition, I had the opportunity to [action or accomplishment], which further shows my dedication to [aspect of your field].

A passionate [descriptor that reflects transferable skill #3]: Everything I have engaged in so far has all been driven by my keen interest in [aspect of your field]. Even as a [previous role], I made sure to dedicate some part of my day to [action]. It is this passion that has driven every one of my career decisions thus far.

I look forward to contributing my skills and experiences to the [position title] position at [company] and hope to have the opportunity to speak with you further about how I can be an asset to your team.

Sincerely,
[Your name]

COVER LETTER SAMPLE #2 *(source: theinterviewguys.com)*

Dear Mr. Sorensen:

When I saw the job posting looking for a Production Office Coordinator for the educational television series, “Wonder Kids,” I knew I had to submit my resume. I am a hard-working and enthusiastic Production Office Coordinator with over eight years of practical hands on experience and am ready for my next adventure! I am currently looking for an opportunity to continue working within the industry and know my skills and experiences would be a good fit for the position and the “Wonder Kids” team overall.

As a Production Office Coordinator, my skills include scheduling, contracts, paperwork distribution, and budgeting. I’m also comfortable dealing with vendors, hiring and managing staff, and ensuring the smooth day to day operations of a busy office. My experience has included both small and large budget companies, and as a result, I am familiar with the need to be adaptable and find myself excited by the prospect of a challenge.

I am proud of my attention to detail and as a result of my experiences with companies of different sizes and budgets, have been able to develop skills not normally associated with the more traditional Production Office Coordinator role, including graphic design, managing social media and web development. I enjoy working with a wide variety of people and am a multitasker, diligent self-starter and eager team player.

I also wanted to take this opportunity to let you know that my interest in working for you extends beyond my desire to simply be a Production Office Coordinator. I grew up on the show “Wonder Kids” and consider them to be a huge part of my early education. I am a strong believer in quality children’s programming and have always felt that “Wonder Kids” provided not only entertainment, but educational value as well. If hired, I would be proud to be a part of the “Wonder Kid” family and help continue that legacy for future generations.

Thank you for taking the time to review my resume and consider me for this position. You can contact me with any questions by emailing me at email@address.com or by calling me at 555-555-5555. I would also love if you could take a look at my website, blancheoatmeal.com.

I look forward to the possibility of discussing this exciting opportunity with you.

Warmest regards,
Blanche D. Oatmeal

COVER LETTER SAMPLE #3 *(source: skillcrush.com)*

Hello!

I'm [your first and last name], and I'm a [your job].

I was excited to see that [the company] has an opening for a [the job], and I would love to join your team in this position. [One or two specific reasons why you like the company.]

My education in [your area of study], [number of years] years in [the relevant field], and skills in [your skill areas] will let me get right to work [doing the tasks required for the job].

[Anecdote that shows the aspects of your personality or working style that make you perfect for the job].

[Project or achievement that proves you have what it takes, including numbers or stats from it].

You can read more about my qualifications and experiences from my attached resume, and you can see examples of my work at [link to your portfolio/website].

Thank you in advance for your time. I look forward to talking with you about how I can help [the company] as your new [the position].

[Your first and last name]
[links to your social media accounts]

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