

DO YOU HAVE QUESTIONS ABOUT COVER LETTER WRITING? WE HAVE ALL THE ANSWERS!

WHAT IS A COVER LETTER?

A cover letter is a one-page document that you submit as part of a job application, along with your resume. To learn more about writing a resume, [click here](#).

The purpose of a cover letter is to introduce you and summarize your professional background. The length should be between 250 to 400 words.

It is meant as a supplement to your resume, not a replacement. So, that means you shouldn't just repeat what is mentioned in your resume.

What is a cover letter?

What should I include?

The Opener

A Good Fit

The Closer

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WHAT SHOULD I INCLUDE IN MY COVER LETTER?

Header: Full name, e-mail, phone number

Greeting the hiring manager: Full name, professional title, name of company you're applying to

Opening paragraph: Grab the hiring manager's attention with your top achievements

Second paragraph: Explain why you're perfect for the job

Third paragraph: Explain why you're a great match for the company/organization

Formal closing

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THE OPENER

The opening paragraph needs a strong hook to pull in the reader - a.k.a. the hiring manager.

A strong opener includes 2-3 of your top accomplishments.

- ✘ My name is Charlotte and I'd like to work as a Marketing Manager at Vermont Marketing. I've worked as a Marketing Assistant at New York Marketing for four years, so I think I would be a great fit for the job.
- »» My name is Charlotte and I'd like to help Vermont Marketing hit and exceed their marketing goals as Marketing Manager. I've worked with New York Marketing, a leading company in the marketing industry for 4+ years, generating an average increase of 75% user engagement. My previous Industry experience, and my high quality performance in marketing, makes me the perfect candidate for the job.

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GOOD FIT - FOR THE JOB AND THE COMPANY

This section of the cover letter is where you lay out why you're an excellent candidate - both for the position and as an addition to the company.

Showing you're a good fit for the job requires attention to the details of the position. Look over the top requirements of the job ad, and explain in this section of the cover letter how you fulfill these requirements.

Showing you're a good fit for the company means convincing the hiring manager that you're passionate about working with them.

To do this, you'll want to do research - on the company's business model, their product/service (if applicable), or the workplace culture.

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THE CLOSER

1. Wrap up any **additional points** or important information.

2. **Thank** the hiring manager for their time.

3. Complete the cover letter with a **Call to Action**:

"I'd love to discuss further how my previous success at New York Marketing can help you achieve your marketing goals at Vermont Marketing."

4. A **formal goodbye** - these are the best ways to conclude your letter:

Kind Regards... Best Regards.... Sincerely... or Thank you...

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