

## **COVER LETTER WRITING**

Each resume needs to be accompanied with a cover letter. The main purpose of a cover letter is to create an interest in the employer so they will want to read your resume. It should be accomplishment oriented. Keep it concise and tailor it individually for each different position that you are applying for. Keep a basic template format, but make it sound personalized. Again, appearances count so use good paper and a matching envelope. Present a perfect final copy. Proofread is a must. Keep the letter brief and to the point; only stating what is relevant. Here are some general guidelines:

1. Do your homework by researching the company, industry and by obtaining the job description of the position you are applying for. Let the employer know why are you attracted to their particular company and their particular job opportunity.
2. Identify the position for which you are applying and the way you learned about it. Indicate your specific qualifications that correspond to their desired qualifications. State what you have to offer. List accomplishments that relate to the position. Generate interest with the content. Try to convey your excitement and enthusiasm for the particular job. Keep in mind that the potential employer presumes you are a qualified applicant.
3. Lastly, request action that will prompt them to follow-up on your cover letter. Don't leave a communication gap on your end. Be ready and available should they respond.