

# Tufts Career Center FAQ of the Week

## Is it worth submitting a cover letter? I've heard no one reads them.

That's a fair question. After all, why bother spending time on something that an employer may or may not review? Allow us to use a brief analogy to address this point. Which words come to mind when you see these two boxes?



Would you call the first box special or high-end? Is the second one plain? Forgettable?

A fellow career advisor was fond of using both props in presentations because it's a way for people to visualize the importance of personal branding in documents like cover letters.

**Moral of the story:** Even if a cover letter isn't requested and/or you think it won't be read, include one anyway! The underlying message is clear: you want to be the memorable box. (And by the way, memorable means a tailored document meant for that particular position, not a generic form letter.) A well-written letter gives you a way to differentiate yourself from the competition; don't waste the opportunity! For more about cover letter writing and sample letters, [visit the Cover Letters page of our website](#).



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