COVER LETTER CHECKLIST

Content

• **First Paragraph:**
☐ Briefly introduce yourself.
☐ State why you are writing/the specific position to which you are applying.
☐ Mention how you learned of the opening, and your referral or contact, if you have one.
☐ Explain why you are a good fit for the position/company.

• **Second Paragraph:**
☐ Give details about your background to support why you should be considered.
☐ Connect your ability and experience to what the company is seeking.
☐ Cite specific examples that back up your claims/qualifications (link each position qualification to a specific example from your resume).
☐ Expand on your resume, as opposed to restating what is already there (tell more of the story behind your experience).

• **Third Paragraph:**
☐ Thank the person/express your appreciation for the person's time and consideration.
☐ Call for action; suggest an interview (if appropriate) or inform them of a follow up.
☐ Include your contact info; name, full address, email, and personal telephone number.

Writing Style

☐ Concise; no longer than one page and to the point.
☐ Free of spelling and grammar errors that Spell Check software missed, especially the spelling of names and companies.
☐ Address to an individual and **not** "Sir" or "Madam"/ "to whom it may concern".
☐ Make use of powerful action verbs and phrases.
☐ Make use of keywords from the industry and/or job posting.
☐ Use transition words between paragraphs, include varied sentence structure/openings.
☐ Make it personal and conversational yet still professional.
☐ Make it objective and persuasive rather than narrative; selling rather than telling about your skills and accomplishments.
☐ Tailor to the company's specific wants and needs, as indicated in the job posting.
☐ Well-organized and free of irrelevant information.
☐ Put into context for the reader. Use *In Re*, e.g., "Re: the job position you are applying for," so the recruiter clearly knows what job you are referencing in your letter.
☐ Individually typed and signed, unless sent via e-mail.