

MAKE YOUR COVER LETTER STAND OUT TO RECRUITERS



Summary: A recruiter is often the first person you need to get past before moving on to being chosen for an interview, so follow these tips to make your letter impressive.

In many top companies, your resume and cover letter must pass several screenings before actually falling into the hands of the interviewers. For many, a recruiter is the first person that your **application must impress**. So how do you make your cover letter impressive enough that a recruiter will pass it on? Here are seven tips to make your **cover letter stand out** to recruiters.

1. Change your tone to match the company

Never send a generic cover letter in. Depending on the type of company you are applying to, match the tone of your letter to it. A more creative place may be looking for a little more sass, whereas a traditional business like a bank will want something serious. Do your research beforehand to find out what is appropriate.

2. Present a case

Your resume only shows your qualifications, so use your cover letter as an opportunity to explain why you are the best candidate and why you want to work there. The best way to do this is to connect your experiences on your resume to your cover letter.

3. Be different

Use your experiences on your resume, but don't just repeat them on your cover letter. Spice it up a little and show your personality through your qualifications.

4. Avoid weaknesses

Don't volunteer your failures or weaknesses unless asked to. This will likely be a question during an interview, but it does not need to be something you bring up in your cover letter. You are trying to sell yourself, not be overly humble.

5. Focus on the company

Demonstrate how you match the company's values and needs. Don't focus on what the company can do for you.

6. Keep it to the right length

Your cover letter should be around four paragraphs and **only a page long**. The first paragraph is your introduction into what position you are applying for and why you want the job. The second and third paragraphs delve into your skills and qualifications and how those will benefit the company. The final paragraph is your final, yet brief statement. You should mention your excitement about the position and thank them for reading your cover letter.

7. Check for mistakes

Reread your cover letter several times and have others read it too to check for grammar mistakes, run-on sentences, and spelling errors. Keep your word choice consistent throughout the letter.

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