

13 TIPS TO MAKE YOUR COVER LETTER BETTER



Summary: Cover letters get read no matter what you may think, so follow these tips to make your cover letter stand out and help you get the job.

You may think a cover letter is not important but **hiring managers do actually read them**. They can **learn a lot more about an applicant** through their cover letter than through their resume. Because of this, the little things you do or don't do on a cover letter make a big difference. Read these 13 tips that will turn your cover letter into something amazing.

1. **Customize every cover letter** to the position you are applying for. You can use a previous cover letter as a start on a similar position but you still need to be changing the company name and job title on each letter. You should also be showing in the letter that you did your research on the company.
2. Connect your skills and experiences listed on your resume to those listed in the job description. When you highlight your skills and experiences in the cover letter, you are making it easier for them to find exactly what they are looking for.
3. Compliment, don't duplicate your resume. Cover letters should not be long or just a repetition of your resume.
4. Keep your cover letter short – 3-4 paragraphs with only 3-4 sentences each.
5. Send your cover letter as a PDF so it is clean and guaranteed to be readable by every office.
6. Write a strong closing sentence so that they remember you.
7. Write a strong first sentence so that they want to keep reading.
8. Make it clear in your cover letter that you have done research on the company. This research should include what the company does and how you can help them do it by cutting costs or increasing profits...
9. Compliment the company with a statement like "I like your company because..." Include details about things they have right that you admire about them.
10. Mention your soft skills and strengths that help build your passion in your career and specifically the job you are applying for.
11. Be enthusiastic so that the reader doesn't want to fall asleep while reading.
12. Don't be afraid to brag about yourself a little.
13. Let your personality show.

Photo: lifehack.org