**Tips for a Standout Cover Letter**

A cover letter can be the difference between getting an interview or getting ignored.

A survey by OfficeTeam cites 91% of more than 1,000 executives who say “cover letters are either somewhat or very valuable when evaluating job candidates.”

A cover letter accompanies your resumé and provides detailed information on why you are qualified for the job you are applying for. You will need to include specific information on why you’re a strong match for the employer’s job requirements.

* A cover letter is your first impression. Make it count!
* Think of your cover letter as an elevator pitch that will market your credentials and help you get the interview.
* Use **Keywords** that are specific to the job you’re applying for. Many employers now use technology to “scan” your documents to look for keywords.
* A cover letter complements your resumé. It elaborates on info from your resumé, but it does not repeat the exact same info.
* Effective cover letters explain the reasons for your interest in the **specific organization** and identify your **most relevant skills** or experiences.
* If you don’t have all the qualifications the employer is seeking, don’t mention it. Instead, focus on the credentials you have that are a match.

**Setting the Tone**

Use a “you-attitude” by asserting yourself without being arrogant.

* Describe **exactly what you have done** and **show how that relates to what you could do** for this employer.

**Writing Tips**

Your writing should be tight, not wordy. Eliminate words that do not help explain your point.

Ex. wordy: the estimate which is enclosed

tighter: the enclosed estimate

* Paragraphs should be organized and flow smoothly.
* Avoid using “I” at the beginning of every paragraph.
* Proofread, edit, and proofread again! You don’t want your resumé thrown out for something as simple as a grammatical error.
* Double check for spelling, parallelism, correct dates, phone numbers, etc.