

5 EASY STEPS TO WRITING A COVER LETTER

FIRST PARAGRAPH: THE INTRODUCTION

The introduction is the most important part of a cover letter. These few sentences will determine whether or not the hiring manager is going to take the time to read the rest of your cover letter.

Use the introduction to capture your audience—using three key sentences.

- +A sentence showing you are aware of the company
- +A sentence that lays out your experiences
- +A sentence saying what value you will bring to the company

SECOND PARAGRAPH: WHY YOU'RE THE PERFECT FIT

Once you have your introduction written, you probably feel better about writing the cover letter. Use this next paragraph to expand on these.

- +What are some projects you worked on that have had a big impact?
- +What responsibilities were you given in your job and why?
- +What invaluable skills do you have?
- +What specific skills you'll bring to the company.

THIRD PARAGRAPH: WHY THE COMPANY IS A PERFECT FIT FOR YOU

Now that you have told the company more about your history as an employee, expand on why the company you're applying to matters to you. The following are a few examples you can include.

- + Have you been a longtime fan of the company?
- + Do you use the products they may sell?
- + Have you followed them in the news lately?

CLOSING PARAGRAPH:

In the closing paragraph, make your offer. Tell the hiring manager that you would love to be considered for the role. Express that you would love to tell them more about your thoughts on this position. Since you spent the bulk of the letter explaining your value and what you'd bring to the company.

