Cover letter Checklist

□ **Header**: Is it the same as your resume?

□ Address of **Employer** included?

□ **Name** of person you are addressing? Do whatever you can to find a name (i.e. Call, email company, LinkedIn, websites). If no name can be confirmed, we recommend using, “Dear Hiring Manager.”

**Paragraph 1**

□ Where (or from whom) did you find out about the job?

□ Briefly introduce yourself

□ What helps you to stand out as a candidate for this job? Include a reason for them to keep reading the cover letter

**Paragraph 2**

□ Show that you have a clear understanding of what the organization does

□ Have they won awards, do you admire a project they have worked on, heard about the company culture? Compliment the company!

□ Does your cover letter talk about you too much? This is a common mistake. Employers really want to know more about how you can contribute and fill a missing piece in THEIR company.

□ If paragraphs appear too long and ‘wordy’ consider using bullet points or a chart to break up the paragraph by highlighting accomplishments that are most desirable to employer and how you specifically meet their need.

**Bullet Points Example:**

I am confident that the skills I possess are also qualities you are looking for in a team member:

- **Resourcefulness.** Despite limited budgets, I am able to implement innovative, cost-effective techniques such as social media campaigns to connect with prospective students

- **Proven results.** During my time as a campus representative at Redeemer University College, I helped launch a three-month-long, online-only campaign that raised increased participation in campus tours and visit days by bringing 200 new students to the campus. This was an increase of 20 percent compared to the school’s previous online campaign
Paragraph 3

☐ Have you summarized why you are the best person for the role?

☐ Are you specific about follow up that you will take to pursue an interview? At the very least, state that you look forward to the opportunity to interview.

☐ Do you need to address gaps in your resume? You may do it here. Be wise about how this information is communicated as you don’t want to cast doubt on your ability to do the job.

☐ Conclude with a generic sign off (We recommend “Sincerely”) and your name

Note:

☐ Proofread! You and two other people you trust

☐ Use your own voice – this is key to your success in creating a winning cover letter. Your cover letter should be original, not sound like you used a template and changed a few words

☐ One page cover letter ONLY