



COVER LETTER CHECKLIST

HEADING

- The header is the same as your resume.
- Address of employer is included.
- Name of person responsible for hiring is used.

OPENING PARAGRAPH - Background & Purpose

- Opening: Mention a personal contact at the company OR express excitement about the opportunity.
- Identify where (or from whom) did you find out about the job.
- Briefly introduce yourself: Highlight what helps you to stand out as a top candidate.
- Clearly identify the position you are applying for. An organization may have multiple openings.

BODY PARAGRAPH(S) - Details 1-3 paragraphs

- Show that you have a clear understanding of what the organisation does.
- Compliment the company (i.e. awards, what you admire about its culture or its work, etc.).
- Focus on how you can contribute to **their** company not just about yourself.
- Make it easy to read: if the paragraph is more than five lines long, consider breaking up the text.

CLOSING PARAGRAPH - Operations & Goodwill Closing

- Be specific about how you will follow-up to pursue an interview.
- Thank the recipient of your application for their attention and consideration.
- Conclude with a generic sign off (we recommend "Sincerely") and your name.

OVERALL NOTES

- Proofread! You and two other people you trust should review for any spelling or grammar errors.
- Use your own voice: Your cover letter should be original, not a template with a few word changes.
- Use active voice: With active voice, you identify who does what - and how!
- Your letter reflects a business proposal, not a plea for an interview. What do you offer that is of value? What objectives can you help them achieve?
- Your cover letter must convey optimistic confidence, yet be honest, not inflationary.