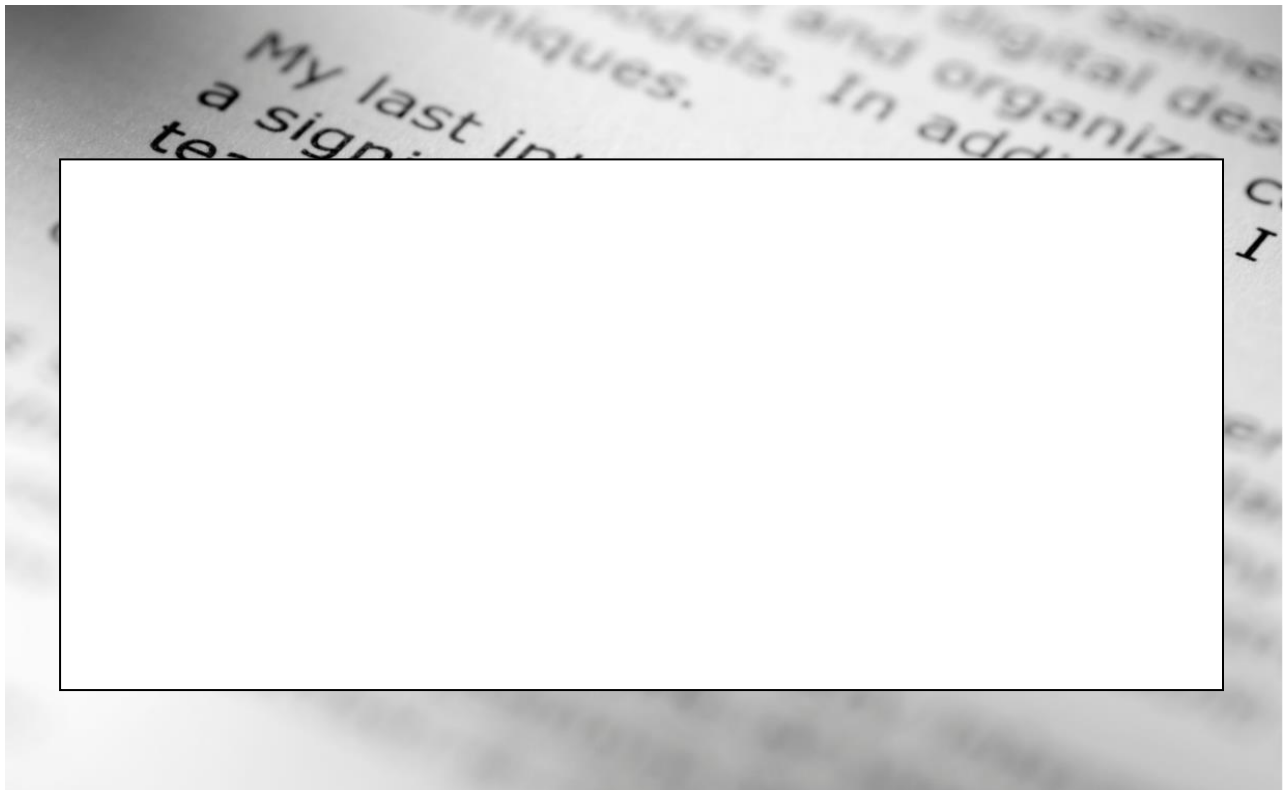## Cover Letters

A great cover letter is the key to getting your resume noticed and read. While resumes and CVs can be pretty prescriptive, a cover letter allows you to be creative and provide a little more information about yourself. Similar to resumes, you will need to customize your cover letter for each position that you apply for. Once you have a basic letter drafted, it won't take long to tailor it.

Here is a breakdown of what your cover letter should include:

- **Header section** with your contact information.
- **Greeting** - Set yourself apart from other candidates by making sure your greeting is directed to the right person. This might be a human resources person, recruiter, or hiring manager.
- **Introduction** - Use this section to let them know which position you are applying for and the reasons you are applying. Add a few sentences about your specific strengths or skills that will help you to excel in the position.
- **Qualifications** - In this paragraph, showcase your work experience and qualifications that are most relevant to the job. You can include an anecdote about previous experience, projects, or problem-solving that demonstrates the value you bring to the organization.
- **Goals and values** - Do some research on the company and write a few sentences about how your work aligns with the values and goals of the organization.
- **Invitation to action** - Use this paragraph to restate your interest in the position and let them know you are ready to connect and schedule an interview.
- **Sign off** - Finish the letter with your signature and contact information.

Create a draft of your cover letter here. Your cover letter should be customized for every application based on the organization and the role.

General Resume and Cover Letter Dos and Don'ts

- Do make sure your contact information is correct.
- Do update your email address if your current one is not professional.
- Do optimize for applicant tracking systems.
- Do use objective data whenever possible.
- Do keep your fonts and formatting clean and easy to read.
- Do pull inspiration from the job posting.
- Do be positive.

- Don't include information that is irrelevant, unrelated, or potentially offensive.
- Do be succinct.
- Don't use jargon or slang words.
- Do proofread each application before you submit it.
- Don't be negative.
- Don't lie.
- Don't include private or confidential information,

What questions do you have for your Coach about Resumes and Cover Letters?