



# 5 THINGS THAT MAKE A GOOD COVER LETTER

1. No spelling or typing errors. Not even one.
2. Address it to the person who can hire you. If you can find out (through networking and researching) exactly who is making the hiring decision, address the letter to that person. Be sure the name is spelled correctly and the professional title is correct. If the name is gender neutral (Kim, Pat, Courtney, Shawn, etc.) make sure you know whether or not you are addressing a man or a woman. Don't assume and accidentally use Mrs. instead of Mr.
3. Write the cover letter in your own words so that it sounds like you.
4. Show that you know something about the company and the industry. This is where your research comes in. Don't go overboard- just make it clear that you didn't pick this company out of the phone book. You know who they are, what they do, and you have chosen them!
5. Use terms and phrases that are requirements for the job from the job posting. You will have this information if you did research on the industry or networked with people in the industry. Use key words listed in the vacancy announcement.