

KEY ELEMENTS OF A GOOD COVER LETTER

Your cover letter is apart of the screening process and tests your ability to write concisely. By putting effort into your cover letter, you can increase the chances of getting an interview. A good way to produce a good cover letter is focusing on your skills/experiences that are most applicable to the job you are applying for and tailoring the cover letter specifically to a person/company.

A good cover letter will have the following:

Personal Information

This is where you provide your basic contact information, in case the employer would like to contact you. Include, at the top of your cover letter the date that you submitted, full name, title name, company name (if applicable), street address, city and province/state, postal code/zip code.

Greeting

Use 'Dear' to begin writing your cover letter. Address this to, most preferably, to a person. Make sure to end this with a colon. For example: Dear, John Dear:

Opening Paragraph

Clearly state why you are writing; name the position of work you're applying and if applicable where you heard about the job opening. You may also choose to include three reasons you would be a good fit for the job.

Middle Paragraph

Explain why you are interested in this job and working for this company. If you've had experience in this field before, be sure to point it out with one or two examples. Make sure to emphasize skills and abilities that relate to the job. Keep in mind that the reader will view your letter as an example of your writing skills. Try to be brief but specific when explaining to the reader.

Closing Paragraph

Reiterate your interest in the position, and your enthusiasm to apply your skills to the job. Thank the reader for the consideration of your application and end by stating that you look forward to further discuss the position.

Signature

End with sincerely or another formality, and then put a space followed by your name.

EXAMPLES

This is an example of a good cover letter, with all the necessary requirements. As you can see, it has the personal information, greeting, opening, middle, and closing paragraphs, and signature.

August 1, 2018

John Brown
Sales Manager
Acme Corp.
123 Business Rd.
Business City, NY 54321

Dear Mr. Brown,

I wish to apply for the sales position advertised on Monster.com. Terry Johnson suggested that I contact you directly, as we have worked together, and he felt that I would be a good fit with your team.

For the past two years I have been working in sales for Goodman & Co. I have consistently exceeded my targets and I was recognized last quarter for outstanding service. As an avid cyclist and user of many of your products, I'm aware that Acme Corp. is a company with tremendous potential. I am confident that my experience, communication skills, and ability to convey product benefits effectively would enable me to excel in the sales role.

I would be delighted to discuss with you how I might be an asset to the Acme Corp. sales team. Thank you for your consideration; I look forward to hearing from you.

Respectfully yours,

Molly Smith