

Perfect Cover Letter

Cheat Sheet



STEP 1

Choose your cover letter “type”

In this step, you need to choose the type of cover letter that is most appropriate for your situation. For full explanations of each category, refer back to our blog post [How to Make a Cover Letter 101](#).

- 1) *Job Posting Cover Letter*
- 2) *Application Cover Letter*
- 3) *Online Application Cover Letter*
- 4) *Cold Call Cover Letter*
- 5) *Recruiter's Ad Cover Letter*
- 6) *Recruiter Cold Call Cover Letter*
- 7) *Direct Mail Campaign Cover Letter*
- 8) *Referral Cover Letter*
- 9) *Blind Posting Cover Letter*
- 10) *Internship Cover Letter*
- 11) *No Prior Work Experience Cover Letter*
- 12) *Letter of Interest*

STEP 2

Contact Information

Write in your **contact information**, including **name**, **address**, **phone number** and **email address**. This is generally centered in the **middle of the top of the page**. It is ok to make your name larger and in bold.

Avoid the temptation to include links to your social profile here. However, a **small link to your personal website** is recommended (more on this below).

STEP 3

Address The Letter

Address the letter to the person you are writing to. For example, **the name of the Hiring Manager** or **person who is conducting the interviews**, or the **Director/Manager of the department you are applying to**. If the name of the person is not provided, you can do a little research on LinkedIn, Twitter or Facebook.

Avoid using “Dear Sir/Madam” or “To Whom it May Concern”. You want your letter to be as personal as possible.

STEP 4

Introduce Yourself

In the first paragraph, introduce yourself briefly, but **avoid the temptation to simply repeat your resume**. Don't forget, they already have that document! It is accepted practice to explain why you are writing and describe the job you are applying for, including the position and job title.

STEP 5

Demonstrate How You Can “Add Value”

Use paragraph two to demonstrate how you can specifically add value to the company and the position you are interviewing for. You can do this by **“tailoring” the letter to specific position you are interviewing for**.

STEP 6

Cover Gaps & Share Your Accomplishments

Use paragraphs three and four to **cover any gaps in your resume** or other glaring details that require explanation. You can also use these paragraphs to **share your accomplishments and success stories** (but only if you think they are relevant to this application).

STEP 7

Conclusion

In your conclusion paragraph, a simple thank-you will do! Let the hiring manager know they can contact you any time. it's ok to outline how you plan on following up with the hiring manager, but be careful, because you don't want to come off as annoying.

NOTE: After signing off your letter, **add a link to your personal website**. This is a great way to set yourself apart from your competitors and allows you to give the hiring manager a better look into who you are as a person. Learn more about how a personal website can help you get a job here.

STEP 8

Format As PDF

It's a good idea to format your cover letter as a PDF. While most hiring managers will use Microsoft Word as a processor, you might not use that word processor (and they might be using something else too). In other words, they may not be able to open your file or the fonts and formatting won't translate the way you intended.