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Cover
Letter

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How to Write a Cover Letter That Gets You a Job Interview

Learn to avoid the biggest mistake job seekers make and write a cover letter that truly makes an impact.



Author:

Kelsey Purcell,
CPRW

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letter

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Job seekers don't know how to write a proper cover letter. They believe a cover letter is just a "here is my resume" note. This is a wasted opportunity!

you really need

In this article, you'll discover the secret to writing a [professional cover letter](#) that's truly

effective. It's not hard to do and will give you a significant edge over the competition. We'll walk

you through the process in a few straightforward steps and provide examples to help you along

the way.

o write a strong

letter step-by-

Ready to get started? Let's dive in and create a cover letter that opens doors to your next

opportunity.

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What is a cover letter and do you really need one?

A cover letter is a short document (around 300 words) that accompanies your resume. Your

cover letter should not simply repeat [what your resume says](#). It should back up your resume,

reflect your personality, and address any weaknesses that could keep you from landing an

te a cover letter

But do you really need a cover letter in 2025? The short answer is, 'YES'.

"Over 80% of hiring managers read a cover letter and 60% of applications require one as part of the application," says career coach [Madelyn Mackie](#). "Even hiring managers and recruiters who say they never read cover letters may find themselves drawn in by a particularly compelling letter."

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What's the biggest cover letter mistake?

The biggest mistake job seekers make in their cover letters is focusing only on themselves.

"It's not about you," says career coach [Susan Schwartz](#). "It's about what you can do for them. Talking to them about what they care about—not about what you want—is what's going to make them want to read your letter. And to hire you!"

According to Schwartz, this is the best way to write your cover letter:

- **Paragraph 1.** A single sentence (maximum two) stating the **PROBLEM** that the company faces. What is the issue/need/opportunity that this role will address?
- **Paragraph 2.** What **SOLUTION** do you offer? How are you the answer to their need? Again, keep it to a sentence or two.
- **Paragraph 3. EXPLANATION:** What experience supports your claim that you can help? This paragraph can be 3-4 sentences, but keep it short.
- **Paragraph 4. CALL TO ACTION:** Suggest next steps. Not "thank you" but let's plan to discuss this next week.

Hiring managers spend only seconds on applications. So, your cover letter must grab their attention and make them want to read your resume. [Skip to content](#) how your experience



Now let's examine each of these steps in more detail.

How to write a strong cover letter step-by-step

Now that you know the basics for your cover letter, let's go through the steps. This will help you write a cover letter that makes you stand out from other candidates.

1. Do your research

Research the company before writing your cover letter. This helps you know its challenges and goals. Check the company website. Read the latest news and press releases. Also, follow them on social media.

Don't skip this step! Writing a cover letter is key. It helps you connect with employers and stands out among other candidates.

After you've researched the company, carefully read the job description. Ask yourself the following questions:

ASK YOURSELF:

- What specific problems or challenges is this role designed to address?
- How do my [skills](#) and experiences align with the job requirements?
- Am I a good fit for the role?
- What unique value can I bring to the company in this role?
- Are there any keywords or phrases that I should incorporate into my cover letter?

After researching the company and the role, you're ready to start writing your cover letter.

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Many job seekers make the mistake of being too wordy in their cover letters. You're not writing a novel. Use short words in short sentences. Remember, a hiring manager is going to quickly scan your application, so you need to get right to the point.

Here are some examples of how to start your cover letter:

EXAMPLE #1

"Dear [Hiring Manager's Name],

I've noticed that NexGen is working hard to stand out in a crowded digital market, and keeping your brand top-of-mind for customers can be tough.

That's where I come in—I specialize in creating engaging content and smart SEO strategies that boost online presence and drive customer engagement."

EXAMPLE #2

"Dear [Hiring Manager's Name],

I understand that Weissman is seeking to maintain its innovative edge in the dancewear industry while consistently meeting sales and margin targets.

I am confident that my experience and passion for design can help Weissman continue to create stunning, market-leading dancewear."

EXAMPLE #3

"Dear [Hiring Manager's Name],

I understand that Timmons Company needs motivated individuals to manage sales territories and boost product visibility in retail grocery stores around Quincy, IL.

I am excited to bring my self-motivation and sales-oriented mindset to your team, ensuring your products not only maintain their shelf presence but also thrive."

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Now you need to provide evidence that you're the right person for the job. The best way to do this is to highlight your relevant experience and achievements. Here are some things you should focus on:

- **Specific Accomplishments:** Provide examples of your successes. This could include increasing sales, leading projects, or improving processes.
- **Relevant Skills:** Highlight skills that match the job, like planning, organizing, technical abilities, or industry experience.
- **Problem-Solving:** Share moments when you faced challenges. Talk about how you fixed problems, handled conflicts, or put solutions into action.
- **Industry Knowledge:** Show that you know the field well. Be aware of current trends and standards.
- **Teamwork:** Share your experiences of working well in teams, assisting others, or collaborating with various departments.

Remember to keep it concise. Your letter shouldn't cover your entire story. Instead, it should show you understand the job's key points.

Your goal is to leave the reader eager to learn more about you. Here are some examples:

EXAMPLE #1

"Over the past five years, I've led digital marketing campaigns that ramped up organic traffic by 40% and bumped up conversion rates by 25%. I've worked with diverse teams to create compelling content that resonates with audiences and used data analytics to refine strategies for maximum impact. My experience with social media management and email marketing also ensures a holistic approach to your digital marketing needs."

EXAMPLE #2

"With over ten years in apparel design, specializing in activewear and dancewear, I have a proven track record of developing designs that resonate with customers and drive sales. My expertise includes conducting global trend research, selecting inspiring materials, and leading teams to transform cr [Skip to content](#) market-ready products."



honed by mentoring junior designers and managing cross-functional teams, fostering a collaborative and efficient design process.”

EXAMPLE #3

“With several years of experience in CPG retail sales and merchandising, I have successfully managed sales territories, maintained product placements, and executed promotional strategies. My ability to plan and organize, combined with proficiency in Microsoft Office and familiarity with iPads, positions me well to contribute effectively to your sales team. I am adept at thinking on my feet and delivering results in dynamic environments, ensuring that products are always tagged, rotated, and optimally displayed.”

4. Conclude with a call to action

To finish your cover letter, add a strong call to action in the last paragraph. It’s not only about saying thanks. It’s also about preparing for the next steps in hiring.

Instead of just saying “thank you,” suggest a specific plan. For example, propose a meeting or a call. This way, you can discuss how you can help the company.

Here are some examples of [how to end a cover letter](#):

EXAMPLE #1

“Let’s discuss how I can help NexGen Creative Agency achieve its sales goals next week. Please let me know your availability for a meeting.”

EXAMPLE #2

“How about we chat next week about how I can help Weissman shine even brighter? Let me know when you’re free.”

EXAMPLE #3

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for a meeting.”

There is no need to add anything more. Time is valuable, so hiring managers won't spend it on a cover letter that isn't concise and to the point.

Generate a perfectly crafted cover letter in seconds

If you're still having trouble writing your cover letter, try Jobscan's [AI cover letter generator](#). It looks at your resume and the job ad. Then, it makes a unique cover letter just for the job you want.

To learn more about how the cover letter generator works, watch this brief video:

AI-Powered Cover Letter Generator | Jobscan



Upload your resume and a job description into Power Edit. Click on the 'Cover Letter' tab and then click 'Generate Cover Letter.' Jobscan will write a tailored cover letter using your resume and information from the job description.

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upload to your job application.

You can find the cover letter generator in Job Tracker. This makes it easy to view all the job details and your materials in one spot.

Expert tips for writing a cover letter

We've gone over the basics of how to write a good cover letter. Here are some expert tips for [formatting](#) and how to make your cover letter even better.

Format your contact information correctly

Before you write your cover letter, format your contact details and header correctly. You'll need to include your name, full address, phone number, and email address.

Here's an example:

Personalize your greeting

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[Schwarz](#). “Addressing your letter to a specific person will significantly increase the likelihood of someone reading it.”

Check the company’s website or LinkedIn profile to find the name of the hiring manager. However, if you can’t find a specific name, “Dear Hiring Manager” will suffice.

To end your cover letter, you can use “best regards” or “kind regards” followed by your full name.

Tailor your cover letter to the company

Your cover letter has to answer the question: *why you?* Why are you the best candidate for the job, and how are you uniquely qualified to tackle the role?

Here are some tips to optimize your cover letter for the opportunity you’re applying for.

HOW TO TAILOR YOUR COVER LETTER

- **Learn about the company:** Check their website, read news articles, and look at their social media. Find out their challenges and goals.
- **Analyze the job description:** Identify the role’s specific needs and how your skills align.
- **Highlight relevant experience:** Focus on accomplishments, skills, problem-solving, industry knowledge, and teamwork.

Show your personality

Keep a professional tone in your cover letter. Also, let your personality shine through. But remember, you don’t want to overdo it—keep it concise and relevant.

Here are some ways to show your personality in your cover letter:

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- Briefly mention a specific project or experience you enjoyed.
- Highlight a distinctive skill or trait that sets you apart.
- Talk about how your values align with the company's mission or culture.
- Describe a unique volunteer experience.

Emphasize your adaptability

According to [LinkedIn](#), the top “skill of the moment” is *adaptability*. This means being open to new ideas, ready to pivot when needed, and always looking for ways to improve. In a world where the only constant is change, being adaptable can set you apart.

Here's an example of how to incorporate adaptability into your cover letter:

“In my previous role as a CPG retail sales merchandiser, I consistently demonstrated my ability to adjust to changing market conditions, customer preferences, and sales strategies. This adaptability allowed me to increase sales by 25% in a highly competitive market.”

Show enthusiasm

Research shows that 40% of employers would not hire a candidate if they lacked enthusiasm. Remember, you're much more attractive to employers when you're *on fire*.

Here's an example of how to show enthusiasm for the company you're applying to:

“I've long admired Weissman's commitment to the dance community and the artistry of your costumes. Your dedication to empower [Skip to content](#) and celebrating creativity



Balance professionalism with friendliness

Try to strike a balance between a professional and friendly tone. Don't use overly formal language, but make sure your writing is polished and error-free. Use humor sparingly, as it can be easily misinterpreted.

This approach helps you come across as both competent and personable, making you an ideal candidate.

Cover letter do's and don'ts

✓ Do

- **Do personalize.** Address your cover letter to a specific person whenever possible.
- **Do be concise.** Keep your cover letter to one page.
- **Do show enthusiasm.** Mention specific reasons why you want to work there.
- **Do include measurable accomplishments.** These are [accomplishments](#) that can be quantified, such as increasing sales by a percentage.
- **Do show your personality.** Share brief anecdotes or unique experiences relevant to the job.

✗ Don't

- **Don't be too formal.** Strike a balance between professionalism and friendliness.
- **Don't overuse humor.** Humor can be easily misinterpreted or come off as unprofessional.
- **Don't repeat your resume.** Your cover letter should complement your resume, not repeat it.
- **Don't include irrelevant information.** Focus only on what's most relevant to the job you're applying for.
- **Don't use clichés.** Phrases like "I am a hard worker" or "I think outside the box" are overused and

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- **Do proofread your cover letter.** A single mistake can damage your chances of getting an interview.
- **Do include a call to action.** Suggest scheduling a meeting or a call.

other potential negatives.

- **Don't forget to tailor each letter.** Customizing each cover letter will help it pass through [Applicant Tracking Systems](#) (ATS).

HOW DO YOU SEND A COVER LETTER BY EMAIL?

When emailing a cover letter, use a clear subject line like “**Application for Content Developer – [Your Name].**”

You can send your cover letter by email in two ways:

- Paste the text of the cover letter directly into the body of the email.
- Attach the cover letter as a PDF document.

Create the perfect cover letter with just one click of your mouse.

Create my cover letter now

Cover letter examples

Here are a few [cover letter examples](#) that show how to highlight your skills, show your personality, and match your experiences with the job.

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Your cover letter can make-or-break your application when you're aiming to move to a new organization. Put your best foot forward and expand on your greatest accomplishments from your resume to prove your abilities to take on a new challenge.

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- **Targeted approach:** The applicant highlights the company's focus on civil litigation. They also mention a recent case of interest, which shows they researched the firm.
- **Relevant experience highlighted:** The applicant lists hard skills from her internship. She also shows their impact using numbers.
- **Education and skills match:** They link their degree and experience to the job's tools and needs.
- **Professional formatting and tone:** It includes contact information, the date, and recipient details. The language is formal yet enthusiastic.
- **Demonstrated passion:** The candidate explains why they care about the organization's work. This shows their real motivation.
- **Concise and focused:** The letter is about one page long. It gives enough detail but doesn't overwhelm the reader.
- **Clear call to action:** The letter ends by inviting more discussion and sharing contact details.

Cover letter example for someone with no work experience

Beginning your career can be tough, especially if you lack experience. No need to worry! A strong cover letter can showcase your strengths and potential.

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WHY THIS COVER LETTER WORKS

- **Addresses the company's needs:** The letter starts by recognizing the challenges the company faces. It shows an understanding of what the company [Skip to content](#)



Provides a solution: The candidate shows how they can add value with new ideas and a fresh viewpoint.

- **Highlights relevant experience:** The letter points out a successful internship project. This project matches the job's requirements, even though the work experience is limited.
- **Shows enthusiasm and passion:** The candidate loves sustainability and wants to help the company. This reveals their genuine interest.
- **Next steps:** The call to action is clear. It suggests a meeting to discuss how the candidate can help. This shows both initiative and confidence.

Cover letter example for someone changing careers

[Changing careers](#) can be a bold and exciting move, especially when you have a strong foundation of transferable skills. This cover letter example shows how to highlight your past experience and excitement for a new industry.

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- **Engaging opening:** Begin with a strong question that grabs attention and sets the tone for the letter.
- **Clear value proposition:** Shows how the candidate's project management skills can help the finance industry.
- **Relevant experience:** Highlights a project where the candidate boosted efficiency and handled complex tasks.
- **Expresses enthusiasm:** Shows genuine excitement about the career change and the specific company.
- **Call to action:** Ends with a strong and clear invitation for a meeting. This will show how the candidate can help the company succeed.

Cover letter example for someone re-entering the workforce

Returning to work after a long break can be tough. But, it's a chance to highlight your strength and the skills you've gained while away.

The following cover letter example demonstrates how to effectively address [employment gaps](#) while highlighting your strengths and enthusiasm for the role.

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- **Strong opening statement:** The cover letter starts with a strong point on adaptability and innovation. This sets a positive and forward-thinking tone.
- **Addresses employment gap:** It mentions the gap directly and gives context. This shows honesty and transparency without focusing too much on it.
- **Highlights relevant experience:** The letter shows past achievements and key projects. It highlights the candidate's skills and their ability to achieve results.
- **Shows enthusiasm for the role:** The candidate is eager to return to work and aligns with the company's mission.
- **Next steps:** It concludes with a clear call to action. It suggests a meeting to talk about how the candidate can help the company's success.

Key takeaways

Use these tips to craft a standout cover letter. This will help you stand out from other candidates and open up new job opportunities.

- **Write with the employer's needs in mind.** Explain how you can address their specific challenges and contribute to their goals.
- **Keep it brief.** Use short sentences and paragraphs to make it easy for hiring managers to scan quickly.
- **Address your letter to a specific person.** If you can't find a name, "Dear Hiring Manager" will suffice.
- **Showcase your relevant experience.** Use specific examples to demonstrate your abilities.
- **Inject your personality.** Share brief anecdotes or unique experiences relevant to the job.

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- **Proofread your letter.** A single error can torpedo your chances at getting an interview.
- **Show enthusiasm.** Showing excitement and a willingness to learn can make you a more attractive candidate.

FAQs

What is the best opening sentence for a cover letter?

Start with a clear problem the company has or ask an engaging question to catch the hiring manager's eye. It should directly address the job you're applying for and show your enthusiasm.

How long should a cover letter be?

Your cover letter should be one page long, consisting of three to four paragraphs. The total word count should be around 250-400 words.

How to address a cover letter without a name?

If you don't have a specific name, use "Dear Hiring Manager." You can try: "Dear [Department Name] Team" or "Dear [Company Name] Recruiting Team." Also, skip "To Whom It May Concern." It sounds old-fashioned.

Is a cover letter necessary?

Yes, a cover letter is necessary because good first impressions are important. By highlighting your qualifications and showing enthusiasm for the role, you can gain an advantage over someone who doesn't send one.

What do employers look for in a cover letter?

Employers look for personalization in your cover letter, showing that it's tailored to the specific job and company. Highlight relevant ~~experience and skills~~ that match the job

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Should I give examples in a cover letter?

Yes, absolutely. Providing specific examples of your accomplishments and how they relate to the job is crucial. Use the STAR method (Situation, Task, Action, Result) to structure your examples.

What do I write in a cover letter?

In your cover letter, you should write:

- An introduction that states the position you're applying for.
 - Paragraphs that highlight your relevant skills and experience.
 - Specific examples of your accomplishments.
 - An explanation of why you're a good fit for the company.
 - A strong closing that expresses your interest in an interview.
-

What does a cover letter look like?

Your cover letter should be:

- One page in length.
 - Formatted with a professional font and layout.
 - Include your contact information and the employer's contact information.
 - Consists of an opening paragraph, two body paragraphs, and a closing paragraph.
-

What are the goals of a cover letter?

The primary goals of a simple cover letter are to make a good impression, get someone to read your resume, and offer you a job interview. It also shows you have good communication skills, which are highly valuable in today's workforce.

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Kelsey Purcell, CPRW

Kelsey Purcell, CPRW, is a writer specializing in career advice and resume best practices at Jobscan. She is a certified professional resume writer (CPRW) and a member of the Professional Association of Résumé Writers & Career Coaches.

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