

Dear [Hiring Manager's Name], (never say "To Whom it May Concern")

Your **cover letter opening** should contain a self-introduction. Write who you are, where your expertise lies, where you found the job posting, and why you want to apply for the job.

The second paragraph should respond directly to the job description written by the hiring manager. Describe how your previous job experiences, skills, and abilities will allow you to meet the company's needs. To make that easier, you can (and should) literally include words and phrases from the job description in your cover letter.

- You can include a bulleted list of your accomplishments
- Make sure you quantify (add numbers to) these bullet points
- A cover letter with numbers is 100% better than one without

To go even further, do some research about the company, and find out what their current activities and goals are. Explain how you can join their company and help them achieve those goals.

Your **cover letter closing** is the call to action portion of your cover letter. Inform the hiring manager you'd love to get interviewed. Give them your contact information. Tell them that you'll reach out in a week if you don't hear back. Thank them for spending the time to read your cover letter.

Sincerely,

Your Name