

# Template: General Cover Letter

## Step 1:

Replace the bold content in the heading, contact info, and salutation below.

If you do not know the recipient's name then you can address it to a specific team or the HR department.

**Pro Tip:** Look up what the company calls its employees for a custom salutation. For example: At Square they are called Squares. If you were applying to a role there you may use the salutation: Hello Squares,.

**Pro Tip:** Match your heading on your cover letter with the heading on your resume.

Example:

**First Name Last Name**

**emailaddress@gmail.com | Phone Number | City, State/Province**

LinkedIn: \_\_\_\_\_ | GitHub: \_\_\_\_\_ | Portfolio: \_\_\_\_\_

**Date**

**Contact Name**

**Company Name**

**Address**

**City, State/Province, Postal Code**

Dear/Hello/Greetings \_\_\_\_\_,

**Pro Tip:** Match the formality of the company throughout your cover letter.

## Step 2:

Create an introduction paragraph addressing the following:

1. Which job are you applying to and at which company?
2. How did you find out about the role (If you were recommended for the role, list the recommender's name here)?
3. Why are you an excellent fit for this role?
4. Why are you interested in this specific role/company?

## Example:

I am writing to express my interest in the **[company's job title]** role at **[company's name]**, which I discovered after meeting **[industry professional's name]** at **[event name]**. My cumulative experience from **[industry/company name]** and **[industry/company name]** make me an excellent fit for this role. The **[choose: philosophy/mission/value]** of **[company's name]** appeals to me, as I am seeking an opportunity to apply my experience and grow with an organization that is **[keyword from the description that applies to the philosophy/mission/value you chose]**. With my **[2-3 skills you will cover in the body of your letter]** skills and background, I am confident that I will quickly surpass your expectations for this role.

## Recommendation Addendum Example:

When **[recommender's name]** recommended that I apply for this role, I was **[descriptive word]** to apply and learn more.

## Step 3:

Decide which cover letter body format you would like to use, bulleted or paragraph.

Pro Tip: The bulleted format allows you to swap out highlighted skills quickly from job to job. The paragraph format allows you to elaborate on your experience and tell more of a story.

### Option 1: Bulleted

- Technical Skills/Non-Technical Skills/Transferable Skill/: a list or a phrase describing your background
- Technical Skills/Non-Technical Skills/Transferable Skill/: a list or a phrase describing your background
- Technical Skills/Non-Technical Skills/Transferable Skill/: a list or a phrase describing your background

### Option 2: 2-3 Paragraphs

For each paragraph, state a skill that the job description asks for and then provide a specific story that demonstrates how you have utilized that skill in the past. You can choose examples from bootcamp/personal projects, work experience, volunteer roles, independent projects etc.

## Example:

In my role as **[role]** at **[organization/project name]**, I have been/was tasked with **[1-liner about project]**. As outlined in the **[company's job title]** job description, I leveraged my background in **[Technical Skills/Non-Technical Skills/Transferable Skill]**, **[Technical Skills/Non-Technical Skills/Transferable Skill]**, and **[Technical Skills/Non-Technical Skills/Transferable Skill]** during this project. Through **[quality/skill from job description]** and **[quality/skill from job description]**, I/the team was able to achieve **[state result/s of the project - accomplishments, awards, metrics, team/company/client impact, etc]**.

## Step 4:

Close out your letter and include the following:

1. Restate your excitement and passion for the company/role.
2. Reiterate how you fit the 2-3 skills the company is looking for that you highlighted above.
3. Express your interest in continuing the conversation.

### Example:

In closing, I am **[adjective]** at the possibility of being involved in **[company name]** as a **[job title]**. I would jump at the opportunity to meet with you and discuss the value that I can bring to **[keyword from job description or company name]** through my **[2-3 skills mentioned above]** skills. My number is **[phone number]** and my email is **[email]**. I appreciate your consideration and look forward to hearing from you.

Sincerely/Regards,

**[Your name]**

## Step 5:

If you have gaps in your experience over 6 months within the past 10 years and would like to highlight what you were up to during that time you can include the following topics: volunteer roles, a booklist, and conferences attended, and awards received.

Whether you have a gap or not, any additional sections or topics in your cover letter should always directly relate to your relevant experience/skills for the roles you are applying to.

**Pro Tip:** Keep in mind that the content for these sections can also be added to your LinkedIn profile and/or on your portfolio.

## Step 6:

Delete all of the help text in boxes and make all of the remaining text above black.