

# WRITING THE PERFECT COVER LETTER

A complete guide to impress!





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# INTRODUCTION

## WHAT IS COVER LETTER?

A cover letter is a one page document that introduces a job seeker's-

- Work History
- Professional Skills
- Personal Interest





# IMPORTANCE OF COVER LETTER

How can a great cover letter change everything?

Introduction and Personalization

Highlighting Relevant Skills and Experiences

Addressing or Unique Circumstances

Expressing Interest

Showcasing Communication and Writing Skills

Differentiating Yourself

Demonstrating Attention to Detail



# THE PURPOSE



## EXPRESS

Demonstrate your interest  
in a role



## TAKE CREDIT

Explain how the  
achievements listed on your  
resume make you the perfect  
fit



## REPRESENT

Market yourself as the ideal  
candidate



# THE GOAL OF COVER LETTER

What should the aim while writing a cover letter?

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Addressing Employer Needs

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Providing Additional Information

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Encouraging Further Action


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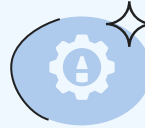
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# CREATE A PERFECTION



Write out your contact information and the employer's details.



Address the hiring manager (ideally by their name).



Put together a clear, targeted opening paragraph.




Write informative, relevant body paragraphs.



Finish with a concise, direct closing paragraph.



Provide a proper ending.





# IMPORTANT INFORMATIONS



There are many different necessary and important informations that are needed in an expressive and impressive cover letter.  
Things like:

- Contact Information
- Whom to Address
- Informations in the Body



Along with these there are also some important aspects that we are going to cover as bonus.





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# CONTACT INFORMATION



- i FIRST AND LAST NAME
  - i EMAIL ADDRESS (PROFESSIONAL)
  - i PHONE NUMBER
  - i MAILING ADDRESS
  - i LINKEDIN PROFILE LINK (OPTIONAL)
  - i PORTFOLIO OR WEBSITE (OPTIONAL)
-

# BONUS!!!

BELOW YOUR  
CONTACT DETAILS  
INCLUDE THE DATE  
AND COMPANY'S  
CONTACT  
INFORMATION SUCH  
AS THE:

First and last name of the  
person you're writing to, or  
the relevant department.

Company address.

Company phone number.

Hiring manager's email  
address.

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# WHOM TO ADDRESS

The background features a light blue sky with stylized white clouds and small four-pointed stars. A large, light blue circle, resembling a moon, is positioned on the right side. A white quill pen with black horizontal stripes is shown writing on a dark blue, dome-shaped surface. At the bottom, there are two small blue plants with three leaves each, one on the left and one on the right. A thin blue horizontal line runs across the top and bottom of the slide.

 IF YOU'RE NOT CERTAIN ABOUT THE RECRUITER'S TITLE (LIKE MR., MRS., MS., DR., ETC.) YOU CAN LEAVE IT OUT. FOR INSTANCE, "DEAR ZARA" IS ACCEPTABLE.

 IF YOU CAN'T FIND ANYONE'S NAME, ADDRESS YOUR COVER LETTER TO THE DEPARTMENT.

# OPENING PARAGRAPH

PUT TOGETHER A  
CLEAR AND WELL  
TARGETED  
PARAGRAPH.

Job Position

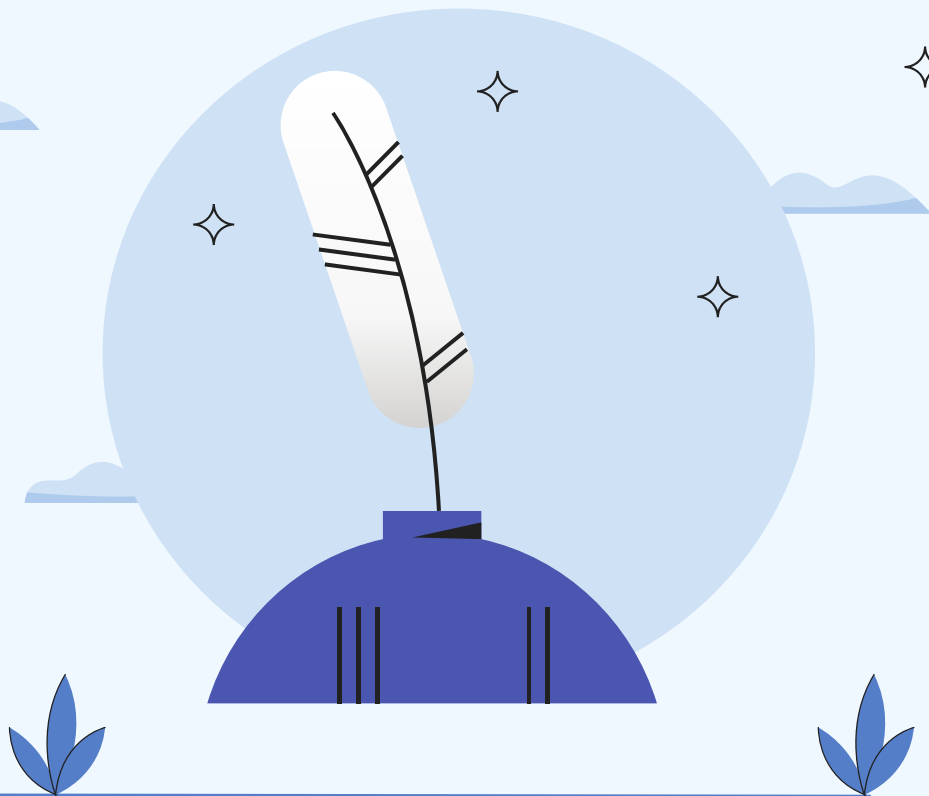
Company Name.

How you discovered the  
opening.

Intention to apply.

# INFORMATIONS IN THE BODY

- i EXPERIENCES
- i SKILLS
- i PROFESSIONAL ACHIEVEMENTS
- i PROFESSIONAL PRAISE
- i PROFESSIONAL AWARDS



# SIGNING OFF

How to end the cover letter with style.





# THE CLOSING PARAGRAPH

**Finish with a concise, direct closing paragraph.**

Politely ask the reader to send you an invitation to interview.

Thank the hiring manager for reviewing your application.

Restate your excitement about the job opportunity.

Let them know you will eagerly waiting for their response.





# PROPER SIGN OFF

10 cover letter sign-offs to use.

Sincerely

Respectfully

With gratitude

Most respectfully

Kind regards

Warm regards

Respectfully yours

Best regards

Thank you

With deepest  
thanks



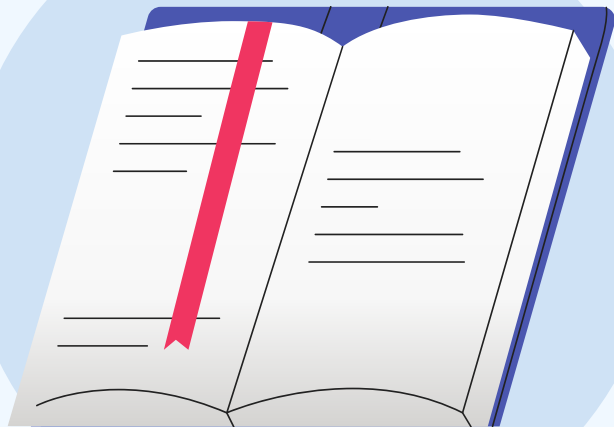




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QNA



**BONUS!!!**

Learn More About The Insides About Cover Letter

# COVER LETTER FORMATTING

- i NORMALLY 200–350 WORDS
- i SINGLE-SPACED
- i COVER LETTER FONT LIKE ARIAL OR CALIBRI
- i FONT SIZE SHOULD BE BETWEEN 10.5 TO 12
- i WRITING TONE (CHOOSING SIMPLER FORMS OF WORDS)





# WHICH THINGS MAKE YOUR COVER LETTER UNPROFESSIONAL?



Personal Information.

Salary Information.

Questions and inquiries( If you need to know anything, ask in an email outside of your application, or during the interview process).

Information copy-pasted from your resume.

Directly copy-pasted from text generated by AI, for example- ChatGPT



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# BONUS TIPS & TRICKS

The background features a light blue sky with stylized white clouds and small four-pointed stars. A large, light blue circle, resembling a full moon, is positioned on the right side. A white quill pen with black horizontal stripes is placed vertically against the moon. Below the quill is a dark blue, dome-shaped object with vertical lines, possibly representing a lamp or a base. At the bottom, there are two small blue leaf-like plants. The entire scene is framed by a thin blue line at the top and bottom.

- i CRAFT A KILLER OPENING LINE
- i MAKE IT PERSONALIZED
- i BE CONFIDENT, BUT DON'T OVERDO IT
- i RESEARCH THE COMPANY
- i END YOUR LETTER WITH A STRONG CALL TO ACTION



Greetings and best wishes as you pursue  
your dream job.

THANK YOU!