
IMPORTANCE OF A WELL-WRITTEN COVER LETTER

While applying for a job in any professional capacity, two documents are basic requirements, namely the cover letter and the resume. These professional documents are the first step in providing enough information to a potential employer that he needs to know in deciding if this applicant is good enough to proceed to the job interview. If you are also applying at a position, then it is worth the time to understand why it is important to accompany your resume with a well-written cover letter.

Time is of the essence; a job-hunter must realize this important fact & utilize his/her potential in gaining employer's attention right from the very first glance. The cover letter is usually the first, and on occasions the only thing that the recruiting agent or hiring manager will bother to read. As there are usually a lot of applications for the same job, it is vital that you as a prospective employee show how much you are interested in the position, your enthusiasm might just be the factor that gets you the all-important interview.

Most job-hunters spend a great deal of time and effort in making sure that their resume is perfect, and then they only spend a few minutes creating a cover letter. They tend to make this mistake of avoiding or carelessly making a cover letter at the 11th hour. You should not consider a cover letter to be a shortened resume, it has to be a finely crafted letter that is specifically targeted at the position you are applying for, a unique explanation why you should be appointed.

A cover letter is not a piece of paper you put on top of a resume because every expert says you need one. A cover letter is you in ways a resume cannot be. More than the resume, you can use the cover letter to help the hiring manager visualize the potential of hiring you, or at very least, make your resume a more intriguing read.

Cover letters serve as an introduction that accompanies your resume or curriculum vitae (CV). A technically and professionally written cover letter is more like a sales letter. It helps in selling an applicant for a possible job interview and ultimately for the job itself. Cover letters can complement your resume and they should not be redundant. A cover letter can be cleverly used to add a personal touch for the resume. It will give away a positive first impression to the possible employer.

A compelling cover letter can transform your resume from a collection of past accomplishments into a list of potential benefits to the hiring company. A thoughtful, customized cover letter showing how you

fit the requirements that they have specified in the advertisement they placed will get you over the first hurdle. If your resume backs up the skills you have claimed in the letter, you better start checking out how you get to their offices for the interview, because you are certainly going to be offered one.

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