**What to Include in a Cover Letter**

So, what should you include? We'll let the 11 templates below this list do most of the talking. No matter which one you download, pay attention to the following elements — all of which should shine through in the letter you send to your future manager.

**1. Contact Information**

Cover letters shouldn't just carry *your* contact information, but also that of the company to which you're applying. Contact info includes your phone number, email address, and any social media accounts you're willing to share and receive connections to.

Home addresses aren't required, but they can be a helpful reassurance to the employer that you already live nearby and would have no trouble coming into the office.

Avoid offering phone numbers, email addresses, or actual addresses that belong to your current employer. Using your personal Gmail address over your work email, for example, ensures your correspondence with recruiters remains separate from all of your current work communication.

**2. A Personal Address Line**

For as often as you see "to whom it may concern" at the top of cover letters today, do your best to avoid writing this exhausted line.

Address lines that specify a person or company grab your reader's attention much more quickly, and show the employer that you've taken the time to tailor your application letter to them. Don't have the name of the hiring manager? *"Employers at [company name]"* will do just fine.

**3. A Hook**

A "hook" is a clever introduction that "hooks" your reader into wanting to learn more. Think about yourself as a job candidate — what makes you unique? What about your career might a recruiter be intrigued by that you can package into an interesting first sentence?

**4. Why You're Qualified**

It's a no-brainer that you should summarize your professional experience in your cover letter. However, today's best applications describe *why* this experience qualifies the applicant for the job they're applying for. For example, don't just state that you spent three years writing for a company blog. Explain that this type of work lends itself to managing your new potential employer's content calendar every week.

**5. General Knowledge of the Business**

Grammatical errors could mean your application is thrown in the trash, but that's not the only thing that could get your letter tossed aside. Using a generic "one-size-fits-all" cover letter —