1. Find job post
   1. **Step 1**: Find a job positing that interests you on a search engine like [**AngelList**](https://angel.co/) or on a company website, such as [**Udacity**](https://www.udacity.com/jobs?_ga=1.209082710.575241146.1456258030)  
      Note: You can pick a job you're already well-qualified for, but we recommend picking your ideal job, even if you need to develop more skills before you can effectively pursue it. Going with this latter option allows you to pinpoint areas you still need to practice for or learn. It will also teach you to make a case for yourself - to show that even if you don't meet all the job requirements, you're a capable and fast learner who can pick up new skills quickly and deserve a chance.
   2. **Step 2**: Write down a list of any overarching themes from the job description
   3. **Step 3**: Circle keywords (technical skills, action verbs, character traits)
   4. **Step 4**: Describe the tone of the job posting, or the organization as a whole.   
      Note, if the posting doesn’t have enough information for you, take a look at the language on the website. Make note of whether it’s casual (uses contractions, slang, exclamation points) or formal (uses industry terminology, full words, and more elaborate sentences).
   5. **Step 5**: Keep this data handy. You’ll use it as a frame as you write your cover letter.
2. **name of the organization and the title of the position in the cover letter**
3. **purpose and professional mission**
4. letter should focus less on why the company should want you, more about why you want the company
5. I am a self-taught web-developer eager to use my five years of experience to support the next major revolution in online education.(有个人经历，有经验展示，有公司愿景)
6. **the cover letter is where you convince the employer you want the job**
7. **include concrete examples of your related experience.**
8. **include your goals and how they align with the position responsibility**
9. describing why you're (uniquely) suited to this particular position
10. matching your goals with the organization’s goals
11. **keep format consistent.**
12. **Questions at last**
    1. **Do I convey my attention to detail?**
    2. **Do I convey my interest and alignment with the organization’s culture?**
    3. **Do I convey my qualifications for the position through memorable achievements?**
    4. **Do I convey an understanding of the position and what the organization does?**
    5. **Did I leave a good lasting impression?**

Udacity Cover Letter Checklist

https://docs.google.com/drawings/image?id=sulMS2Wn--SFNVnAPylN_wQ&rev=1&h=21&w=20&ac=1= Optional Udaciousness

General

* My cover letter fits on one page.
* I’ve exported my cover letter to a .pdf.
* I have checked spelling and grammar in my cover letter with the help of a spellchecker.
* My cover letter avoids language or acronyms that are unknown to employers; if I must use this language I have explained it.
* I have not put language or wording that is negative about myself, co-workers or employers in my cover letter.
* My cover letter is organized into short paragraphs: an introduction, 1-3 body paragraphs, and a concluding paragraph.
* My cover letter includes the date (day, month, year).
* My cover letter formally addresses to the recruiter or hiring team.
* My cover letter is respectful in tone and thanks the employer.
* My cover letter includes my contact information, at a minimum my email and phone number. Optional: I have included links to my GitHub, LinkedIn or personal website.

Targeted

**Targeted Cover letter for Specific Job**

* My cover letter was written with keywords and themes for a specific job application. It is not a generic template.
* I have researched the company and position by at least reading the job summary and the company’s about and jobs page.
* I have created a the list of keywords found in the field, identified which ones I exemplify and incorporated them into the appropriate cover letter sections.
* I have highlighted a 2-3 specific of my achievements from my resume that are relevant to the job.  I’ve included these in the body paragraphs of my cover letter and elaborated on how these prove I can be successful at the job’s responsibilities.
* I have made sure that I have communicated my passion for the position.

**Switching Careers**

* If I am starting or switching careers, I note my reasoning and summarize evidence of my legitimate interest and ability to enter my new field.

Visual Style

* My text is all aligned together along the left axis.
* My cover letter uses professional fonts. Examples are serif fonts like Times New Roman or sans-serif fonts like Verdana. Font size is between 10-12 point font.
* My cover letter uses standard, one-inch margins. If I used slightly smaller margins, I was consistent on all sides.
* The formatting of my cover letter is consistent; all text is consistent across size, text, color and style.
* https://docs.google.com/drawings/image?id=sGliajJTHZjm53D4uuuFvoA&rev=1&h=21&w=20&ac=1I’ve given the styling of my name and basic information a personal flair without compromising the professional look of my cover letter.

Review

* I am prepared to answer questions in an interview about any part of my cover letter.
* I have not listed technologies, processes, concepts or talents that I am not fluent in, lied, or otherwise twisted the truth in my cover letter.
* https://docs.google.com/drawings/image?id=sPZrKhXzUqh-DSZ-Ox0hg4Q&rev=1&h=21&w=20&ac=1I have shown my cover letter to three other people (preferably professionals) for feedback.
* I have not undersold myself and realize that I have Udacious skills and experiences that make me a great candidate.

*Feel like your background doesn’t match these recommendations? We’re happy to give advice; email*[***career-support@udacity.com***](mailto:career-support@udacity.com)***.***