

COVER LETTER STRUCTURE GUIDELINES

- 1) **NAME, ADDRESS AND CONTACT INFORMATION** (e-mail, phone number, tailored LinkedIn URL)
 - Use the exact same format for name, address, contact on both the resume and cover letter.
- 2) **DATE, COMPANY NAME AND ADDRESS OF THE COMPANY ALSO KNOWN AS THE “INSIDE ADDRESS”**
- 3) **INTRODUCTION HEADLINE**
 - The job seeker should make the extra effort to find the name of the hiring manager or recruiter, leveraging LinkedIn or the company website. Personalizing the letter will help differentiate you from other applicants.
 - o If you don't know the name of the individual, you could write: Dear Sir/Madam, Dear (Company Name), Dear Hiring Authority
- 4) **INTRODUCE YOURSELF**

There is no one specific way to write a cover letter; however, in this first paragraph you should include one or more of the following:

 - State the position you are applying for
 - Briefly (in one or two sentences) explain how you came across this position
 - Write about what inspires you about the role and/or company (based on research)
 - o Company news or other in depth research is always best. Go beyond scratching the surface, meaning the easy to find pages of the company website. Has the company published any interesting research, white papers, or other reports that truly inspire you? Or has a third-party written up the company in an article or a report? (Try a Google News search)
 - If you were recommended for this position and the connection is mutual you can mention their name.
 - o Be careful in placing too much emphasis on this as you could give the impression that you are taking advantage of your contact to get the job
- 5) **HOW WILL THE COMPANY BENEFIT FROM YOU?**
 - Do some research on the company and the requirements of the position for which you are applying
 - Based on the research pick one or two past experiences where you delivered value to your organization, company, or school project that matches the needs of the company outlined in the job description

Advice:

 - Keep it short
 - When possible give numeric measurements to your experience

What not to do: Trained some people over the summer.

What you should do: Successfully trained 3 people for 2 hours every day over a period of 2 months.
- 6) **WHAT CAN YOU OFFER TO THE COMPANY?**
 - This is your chance to really make a **good impression** to the hiring manager
 - Choose your **three best traits** in line with the qualifications mentioned in the job description and explain a little bit about each one of them
 - This part will enable the employer to get a feel of who you are as a person and better visualise the value you can provide to their organisation
- 7) **FINALISING THE LETTER**
 - Summarize the letter placing emphasis on why **you are the best fit** for the position and again mention the added value you will bring to the company.
 - You can politely ask for the opportunity to interview at that company.
 - Write a sentence that **calls to action**, for example: I look forward to hearing back from you soon.
- 8) **SAY GOODBYE AND WRITE/SIGN YOUR FULL NAME**
 - Kind regards, Warm regards, Sincerely, All the best...
 - Ali Hadeed, Miguel Hernandez, Madhu Kapoor

IT IS IMPORTANT TO NOTE...

Misspellings: Do NOT rely on spellcheckers since they will not correct words spelled correctly but misused

Copy-and-paste problems: If repurposing a cover letter for multiple job opportunities, be sure to reference the correct company

Misinformation: Do NOT express interest in a job at that company that does not exist

Insincerity: Avoid clichés or extreme expressions such as “I am always successful...”

Focusing too much on “Me”: Focus on how you can benefit the company, not how the company can benefit you

Long-windedness: Keep your letter short and to the point. Long letters rarely get read