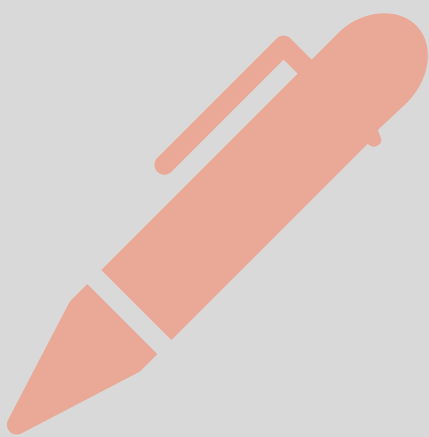


5 INGREDIENTS TO YIELD A MUST-READ COVER LETTER



CUSTOMIZE THE LETTER

You wouldn't write all of your friends the same letter, so why write employers the same letter? Do your research on the position, the employer and the hiring manager.



IT'S NOT ALL ABOUT YOU

Outline what it is about this employer (mission, clients, products, services, etc.) that you are passionate about and why. Demonstrate your knowledge of the organization and the pain points.



PROVIDE PERTINENT AND SPECIFIC DETAILS

Establish how your experience, education achievements, passion, etc. align with the employer and opportunity. Tip: Do not regurgitate your resume in your cover letter.



KEEP IT BRIEF, SHORT AND CONCISE

Two to three paragraphs are sufficient to relay your message. Respect the readers' time. Know that your cover letter and resume are likely to be among dozens, hundreds or even thousands of others.



CLOSE WITH A CALL TO ACTION

Encourage and prompt the reader to contact you for the next step in the process, reiterating your passion for the role and desire to work for this organization.