

Step-by-Step Cover Letter

1. Heading

- Your name and contact info (can use the same heading on your resume to create a visually appealing coordinated set of documents)
- Date
- Addressee's details (name, company name, company full address)

2. Salutation

- *Dear* [head of the department for the position or the hiring manager's name] is preferred. Use formal address: Mr. or Ms. with last name.
- *Dear Hiring Manager* works if you can't find the name (but try to find the name. LinkedIn is a great tool to find this information.)
- *To Whom it May Concern* should be avoided.

3. Main Body: Three-Paragraph Cover Letter Format

- First paragraph: Indicate the position you are applying for and how you learned about the job. If you want to network or seek opportunities that may not be posted online, indicate that instead. Lead with something unique about your professional experience that would get their attention and may separate you from other applicants.
- Middle body paragraph: Say why you want *this* job and connect how you are a good choice based on what you know about the company/organization (their values, goals, purposes, identity, etc). Do not repeat information from your resume. You might also use this space to tell a brief story from your professional journey, like how you acquired a passion or interest in this industry.
- Middle body paragraph: Explain a few specifics from your education/knowledge, skills, and achievements that match *this position's* job description, particularly its challenges. If you are applying outside your current industry, indicate your transferable skills and how you can apply your current work experience to a new opportunity (without repeating your resume).

4. Call To Action (final paragraph)

- Don't just ask for an interview—make an offer to interview.
- Thank them for their time and consideration.
- Indicate the best means to contact you.

5. Cover Letter Closing

- Use "sincerely" or a similar word with your name below it.
- If you can add your signature, it is a nice stylistic touch; however, leaving a space and typing your name is acceptable.