Writing a Cover Letter

1. Contact Info: Don't make recruiters dig through your cover letter to find your name and contact info — include it at the top so they can easily reach out.

2. Greeting: Forget "To Whom It May Concern." If you can find it, address the recruiter/hiring manager by name.

3. Intro Paragraph:

- Relevant anecdotes, quotes, fun facts, etc. are all good ways to make your opening line stand out.
- Make it clear that you know who the company is, what they do, and what they care about.
- Mention a few roles, projects, experiences, traits, or passions that make you the ideal candidate.
- If someone at the company has referred you, this is the place to name drop them.

4. Body Paragraph(s):

- Discuss how previous work experience and/or personality traits make you a good fit for the position.
- Incorporate keywords directly from the job description.
- Whenever possible, include concrete metrics that illustrate the results you've achieved.

5. Closing Paragraph:

Summarize, don't plagiarize. Reaffirm your interest, passion, and qualifications from earlier in the letter, but don't make it sound redundant.

6. Additional:

- Cover letters should be clean and easy to read — skip the intricate designs and crazy fonts.
- Like a resume, keep the cover letter to one page. If necessary, hyperlink your portfolio, website, or samples of your work.
- Saving your cover letter as a PDF file will ensure the formatting won't change.