



Importance of a Professional Cover Letter

A cover letter can be considered as a one of the most important branding tools which accompanies a resume and that which introduces a candidate to the prospective employer.

It is the first thing that greets the recruiter's eye and hence you need to do everything within your power to craft a cover letter that is tremendously impressive, stimulates immediate interest about you, increases the recruiter's curiosity, and retains the attention level right to the end of the letter.

The Appearance:

The look of the cover letter creates the first impression or the first feeling which the **hiring manager** gets about you. This feeling will naturally spill over to your resume and it is considered with a less critical eye if the appearance is impressive. Hence, if you have a letter with content that is logically and smartly presented to transmit your resume, then you have already gone have way to succeed in your job-hunting campaign. The competition is so great and so many people are applying for the same job that you just cannot afford to place any kind of roadblocks to your employment candidacy. So you need to have a neat and well written cover which in turn will create a positive impression about you in the mind of the employer.

The Content and Design:

Once the appearance is taken care of, you must give your complete attention to the content of the cover letter. What you write and how you write it places a deep impact on the reader. The information may be excellent but if it is not worded properly or adequately, the letter loses its fizz. The thing that actually gets brought to the forefront is your ability to communicate. It tells the recruiter your skill to express and articulate information in a concise, strategic and logical manner. How you exhibit this skill to design your content, will go a long way to predetermine your interpersonal abilities which in turn will demonstrate your ability to communicate in the work front.

The Connection:

Again, as important as the appearance and the content is the connection which you develop with the reader through your cover letter. Cover letters provide the platform to provide that information which you cannot talk about in the resume. You need to have a professionally written letter which although formal, creates a connection between you and the prospective employer. The reader needs to feel that he or she can trust the person behind the words.

Most people usually spend lots of time (and money) to have the perfect resume. They seldom see the importance of the cover letter. You need to understand that it introduces your professional



credentials and is used to urge the reader to even consider your resume. The cover letter determines how the employer will perceive you right from the start and hence its great importance.