

## Tips for Writing a Memorable Cover Letter

Summary: A cover letter is your first impression on a potential employer, so you want to make sure it is better than everyone else's.

Dear Hiring Manager,



Cover letters are needed for just about everything from jobs to internships to grad school applications. With all of these places receiving hundreds of resumes and cover letters, there needs to be something that will make it stand out and be memorable to the reader.

Before you can begin writing your cover letter you must understand your purpose. A cover letter is supposed to provide an engaging personal introduction that connects your qualifications to the job qualifications and earns the reader's interests.

In order to know what qualifications you have, create a Venn diagram of your skills and attributes. The two circles should be "you" and "job." Take keywords from the job description for the "job" circle then you can fill in the "you" circle and the look for any matching words.

Research the company and position to give insight into what to include in your cover letter. When you can demonstrate an understanding of the company's values and needs it will say to the company that you are interested in them.

Be specific and show initiative in your cover letter. Address the company formally and be direct to a specific person. Be clear and concise about asking for an interview. Remember, you are trying to convince them that you are the best candidate.



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Use keywords when describing your qualifications and past experiences. Also, use the appropriate industry jargon to showcase your knowledge and passion for the industry.

Don't get too cocky and oversell yourself. You want your cover letter to explain how the company will benefit from your knowledge instead of the other way around. Avoid using "I" at the beginning of your sentences.

Address the company's values to show that you are a good cultural fit. Convey how and why you will add value to the company in reaching their goals.

Be original and get rid of any generic phrases. This also applies to online profiles such as LinkedIn. The same details you put into your cover letter and resume should go onto your social media accounts.

**See the following articles for more information about cover letters:**

- [5 Reasons Why You Need to Add a Cover Letter](#)
- [Tips for Writing a Cover Letter](#)
- [Importance of a Professional Cover Letter](#)
- [Cover Letter Etiquette - Make an Opportunity to Achieve a Desirable Job!](#)
- [Basics of a Cover Letter - Finest Way to Prepare a Faultless Letter!](#)
- [The Top 4 Cover Letter Mistakes](#)

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