

These Four Paragraphs Are Essential to a Great Cover Letter

Summary: *Cover letters are one of the most challenging parts of the application process. That's why we have broken it down into the four primary paragraphs that must be included in every cover letter.*



Cover letters are tough to write. You are tasked with conveying how awesome you are to an employer in one page while keeping them engaged enough to actually read the whole page. Unfortunately for most, getting the **process down will take a while**, so your first few attempts at writing a productive cover letter may not be great. Including a cover letter that is rewritten to be unique for each job application will help you gain practice while following these tips.

The first paragraph: This paragraph is a short attention grabber describing who you are. Announce your qualifications for the position immediately. Now is the time to name-drop if someone of importance referred you to the job so that you are sure your application is noticed. Also include a quick sentence or so to **summarize your elevator pitch**.

The second paragraph: Use this paragraph to demonstrate why you want the position. Being able to explain what is desirable about the job will stand out to the employer. Show how the job is suited for you and how you are suited for the position.

The third paragraph: This paragraph should be the longest one. It will show, not tell, what makes you a good candidate. Don't just list your accomplishments, but show how your qualifications



match the job requirements. Use specific parts of the job description and aspects of the company to demonstrate your knowledge of both.

The fourth paragraph: Summarize your qualifications in this paragraph. Also include offer references and state your anticipation in hearing from them and plans to follow-up.

Read [Tips for Writing a Memorable Cover Letter](#) to learn more about this topic.

Photo: jobsearch.about.com