**COVER LETTER INFORMATION**

* Do your research
  + Look at the skills listed in the job description
  + Look for the name to address the cover letter to
  + You need to use key words from the job advertisement in your cover letter
  + Cover letters should NOT be the same for every job
* Length
  + This is a NOT a repeat of your resume
  + Keep to one page
  + Keep at three to four paragraphs
  + Employers don’t want to take more than 10 seconds to read this (They will likely skim it) so don’t cover it in ink.
  + Double space between paragraphs to make it more pleasing to read.
* Flow
  + “hook” :- specific and memorable reasons as to why you want the role. This is your introduction to what you are applying for, where you heard about it and why you want to work there.
  + “book” :- a coherent argument as to why you should be hired. This is the meat. This is where you talk about your skills and experience.
  + “took” :- what you want to happen as a result of an employer reading your letter. This is the closing where you reiterate your suitability for the job, thank them for their time, and tell them you look forward to discussing your qualifications further.
* Nuts and Bolts
  + Spell Check!
  + If you have a referral from someone about the job, mention them in the introduction
  + A cover letter should begin with both your and the employer's contact information (name, address, phone number, email) followed by the date
  + Use salutations (Mr. Ms, etc. If you don’t know the gender, don’t guess, just use the first name!)
  + If you don’t know, use “Dear Hiring Manager”
  + Add a space between the header, salutation, each paragraph, the closing, and your signature.
  + Use the same font as your resume (10-12 font, with an simple font)