

Dos and Don't of Cover letter

Before a potential employer even glances at your resume, an impression of you and your qualifications will be formed by assessing your cover letter. A dynamite cover letter can make a difference between the success and failure in your job search.

Dos

- Use high quality white paper
- Keep your cover letter to one page with the necessary spacing
- Direct your cover letter and resume to the right person
- Address the recipient by name
- Get straight to the point
- Make your letter clear and concise
- Tailor your letter to the reader
- Use strong action words to highlight your qualifications and experience
- Use verbs to demonstrate action and accomplishments
- Spice up your writing
- Proof read
- Follow-up

Don'ts

- Forget to include your name and contact details
- Include unnecessary personal information
- Provide salary information
- Start too many sentences with "I"
- Focus too much on yourself
- Cram in too many information
- Overstate your achievements
- Contradict with your resume