



## My Customized Cover Letter

When you apply online or initiate contact with potential employers through cold emails, your ability to draft a crisp and engaging cover letter comes in handy. While your resume informs your reader about your career history and specific results you delivered, a cover letter aims to persuade and relate.

Check if you have done the following in your letter:

- I read the job description carefully, understood all the requirements, and identified the top 3-4 requirements to address in my cover letter.

If the job requirements look self-evident to you, think again about the order in which they appear in the job description and how they are phrased *by this particular organization*. Address the most significant requirements first.

- I have an opening paragraph to answer *Why Company XYZ?*
- I used the structure of the job description to guide my letter.
- In the body of the letter, I focused on the top requirements (2 to 4) from the job description.
- I used the exact keywords from the job description as paragraph openers for my letter.
- I addressed each of the top requirements (2 to 4) with specific examples.
- All paragraphs in my letter are of equal length for readability (4-6 lines each).
- I added a few numbers to illustrate my measurable results.

For example: *"In the past 6 years with my latest employer, I completed 1,200 orders and achieved 0% late status on deadlines ranging from 4 hours to 3 business days."*

- I have drafted a follow-up email with initial ideas to stand out among the competition:
  - express my continued interest and availability to interview
  - offer my References Sheet
  - add one piece of information I learned about the company recently (from their news, latest projects, publications, etc.) and how my experience is a match.