

The Goal Of An Effective Cover Letter

- Focus on what you have learned - not just on what you have done
- Discuss how you will contribute the benefit of collective experience from multiple areas of your life to help the employer meet its needs
- Express your commitment to the profession - not just the position
- Project your personality - and describe its role in your achievements
- Highlight accomplishments - by using #s / results / success stories
- Shift the emphasis - by discussing needs of employers ["YOU/THE STAFF/THE ORGANIZATION"] as much as you focus on the writer ["I/ME/MY/MINE"]

Suggestions For Getting Started

- Begin with the same font and print size used on your resume
- For an attractive matched set, copy and paste the resume heading to the top of the cover letter, using the same left + right margin settings
- Consider applying elements of style used on the resume on the cover letter [SMALL CAPS / LINES / SYMBOLS]
- Idea: create a bulleted mid-section that highlights your key assets