

COVER LETTER INSTRUCTION

Rule of thumb: Key to writing an impactful cover letter is keep it simple and no more than 1 page long 😊

1. Who are you referring to?

Before starting to write your cover letter it is important for you to know the person you are referring to. In case there is no particular name on the job listing, then you may write *Dear Hiring Manager* or make it more specific as to the position you are applying to, such as *Dear Marketing Team Manager*.

You may also use their title ie *Mr, Ms, Mrs, Dr and their last name*.

Date, Company Address shall also be included.

2. Introduce yourself

Your opening paragraph shall include 2-3 lines explaining who you are, what you can offer, and what position you are applying to.

Example:

Dear *Mr (Last name)*,

As a psychologist with additional experience in sales and office management I would like to bring in my 7-year experience in interacting directly with people and profiling their needs to *Company Name*, applying as a Junior HR Generalist.

3. Demonstrate your transferable skills

Transferable skills are those acquired from previous job experience that can be also applied to the position you are applying to even if the career field is totally unrelated. For that reason, **relevance** is key.

In this paragraph you are asked to write about your professional experience and skills and try to relate that experience to the new role you are applying to.

To do that effectively, it is important for you to know the job requirement for the new role.

In this section you may mention the employer's name to personalize your cover letter. Also, the first sentence of this paragraph shall demonstrate that you are aware of the job skill requirements, while also bullet points of your career achievements and real -life impact (demonstrated in numbers) shall be included to make them stand out from the rest of the text. Closing this paragraph, you need to explain how your skills can be useful at the particular job position.

4. Show you are a good fit

Other than your skills, personality is also important!

More specifically, in this paragraph you shall specify what interests you about this company, to persuade employers that your personality aligns with the company culture, and indicate the reasons for wishing to work for this particular employer.

Note: Try not to miss this part, as there is no place for that in your CV! Information about a company's culture may be found on their website, where they state their goals, aspirations and culture.

5. A call to action

Demonstrate your willingness to have a meeting or a call with the employer to further discuss your application and how you may be helpful to the company's success.

Note: Suggesting a specific time to meet, would also make your offer more urgent.

6. Finish your cover letter professionally

Your closing must remain professional using the phrase ***Sincerely, (Your name and last name)***
Semi- formal options may be *Regards, Yours Truly, or Thank You*