

Why You Should Take Time to Write a Cover Letter

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Learn how to create an amazing cover letter: <http://www.resumebycprw.com/cover-letter.htm>

When the job market is this competitive, you should never leave anything to chance, especially if you're vying for a job position you've been dreaming of for years, one that will place you on the road to professional improvement. That is why Human Resource professionals and experts suggest that every time you send out an application, you must always include a cover letter.

Who needs it? If you're applying for a job, you do. These days, sending out just your resume to a potential employer is not only discouraged, it's also frowned upon. Even if the ad you're responding to did not specify a cover letter, most companies still expect that you include one in your application. The cover letter is a summary of your qualifications and should paint a good picture of you as a potential hiree. At a glance, the hiring officer should be able to see whether or not you're a good candidate for the job.

Make a targeted cover letter. When you're pressed for time, it's sometimes tempting to just get one cover letter template and use that for multiple employers, making just a few changes here and there. Don't do this. Make sure each cover letter is written with the particular company in mind, with references to the company's needs and the job position advertised for.

If you're writing a 'cold' cover letter, mention what kind of job you're looking for, the department you're hoping to work with and what the company can expect from you.

Relevance, relevance, relevance. Hopefully, you've made your research about the company and the job. A little detail won't hurt, especially if you use terms that mean something to your prospective employer. Find out about the industry they belong in, what they do and how you can fill their requirements. Doing this little extra will show that you are a smart job hunter and serious about your job search.

Write a business letter. A cover letter is still a business letter and there are certain things you should be mindful of. For example, make sure to include the inside address, date and salutation before the body of the letter. Don't include frivolous statements and never use colloquial or slang terms. It may be hip, but that's a big no-no when writing a cover letter.

Use formality. Even if you knew the person you're writing the letter to, be sure to use 'Mr.' or 'Ms.' or 'Prof.' or 'Dr.' before the name. Check if you got the person's position and address right.

Watch the typos. No matter how neat and well-written your cover letter is, it could turn off your prospective employer with a few typos. Perform a spell check on your letter and make sure to proofread it several times. Don't confuse your words and be careful with your grammar. Furthermore, never, ever misspell your prospective employer's name or that of his company.

Write in your own words. If possible, write the cover letter using your own words. Copying somebody else's work will get you instant gratification and results, but more often than not, it will sound unnatural, even to you. Make sure to write your cover letter in such a way that it flows naturally and progresses logically. Make it easy to read and understand.

What you shouldn't do: Don't include too much personal information and don't mention negative things about your employment such as a retrenchment or dismissal. Keep your cover letter brief but complete, a foretaste of what your resume contains. As for your salary requirement, don't mention it in your cover letter. If you've written a good one, you can be sure to discuss it later on in the interview.



Jimmy Sweeney is the president of CareerJimmy and author of several career related books and writes a monthly article titled, "Job Search Secrets. In just 3½ minutes you will have an amazing cover letter guaranteed to cut through YOUR competition like a hot knife through butter!" Download your resource for "instant cover letters" at the CoverLetterCentral.com website; <http://www.coverlettercentral.com>.