**11 COVER LETTER TIPS**

1. **Address the letter to the hiring manager or person who is named in the ad**. Just ‘Dear Sir’ or ‘To Whom it may concern’ looks like you’re just do a standard letter.

Many hiring managers will trash a cover letter if it’s not customised. Putting in the extra time and effort to write a unique cover letter can make all the difference in the success of your application. There’s nothing wrong with following a formula, but use custom language for each job and company. This simple step shows you’re taking the opportunity seriously.

1. **Contact details at top of page** - It’s still accepted practice to include your mailing address in the header of your cover letter, but also remember to include your email address, mobile number, LinkedIn details and website (if you have one).
2. **Include the job title so it appears personalised**
3. **Why the job should be yours** - the first one or two sentences after your greeting should demonstrate why you’re the best candidate for the job. Giving a very specific reason will grab the hiring manager’s attention and encourage them to keep reading
4. **Show genuine interest in the position and also in the company as a whole**. Do your research and find out about its values, mission, and notable achievements. Putting in extra effort will help your application stand out and show that you’re not just sending the same cover letter to every job you are applying for.
5. **Include industry-relevant keywords** - Hiring managers are often pressed for time. They may not read every word of your cover letter, so you’ll want to that will help them quickly understand that you’re a match for the position.
6. **Only include relevant info to the job** – if it is a training job, include this information but not necessarily the 10 years you were a Customer Service Officer. Remember, the aim is to grab their attention and highlight your experience – not recite everything in your resume.
7. **End your cover letter with a strong closing statement.** Thank the hiring manager for taking the time to review your application and include a call to action – most likely a request for an interview.
8. Make sure the font is the same throughout – you don’t want it to look like you copied and pasted from another document
9. Spell check **everything** TWICE
10. No more than a page – aim for 200 – 250 words