

Writing a Cover Letter

What to include to properly introduce yourself to a potential employer

- Max length = $\frac{3}{4}$ of a page | Tailor it to the specific job
- **Introduction** – briefly outline the job you’re applying for
- **Objective** – one sentence explanation of your career goals/objective
- **Strengths** – What can you bring to the table? (related to the job you’re applying for)
- **Educational Highlights** – elaborate on 1-2 key points from your CV
- **Personal** – What makes you different? (Explain red flags or time gaps)
- **Ties to the area** – Whether your entire family lives in the area or your lifestyle brings you there, talk about it
- **Closing** – reiterate your interest in the position

Additional Tips

- Use a formal greeting and address it to a person, if possible (Example: Hi Dr. Johnson)
- Keep it short – it doesn’t have to be elaborate
- The modern day cover letter is usually your introductory email, but some employers will ask for a formal cover letter in document form