* **DON’T** just restate the bullet points from your resume!!
  + Expand on what you summarized in the resume
* Show the employer why you want this job and why they should contact you
* Be confident in yourself and your abilities, but don’t come off as bragging or arrogant
* Write a new cover letter for EVERY job you apply for
  + Do not just create a generic cover letter to be used for all applications
* Keep the cover letter to ONLY one page
  + Around 300-500 words is a good length
* Address the cover letter to a specific person
  + Find out the name of the hiring manager
  + If you can’t find it, say “Dear Hiring Manager(s)”
    - But a name is always better!
* Highlight the skills you do have
  + Don’t focus on the skills you don’t have
  + Show how what you already possess makes you a good fit for the job
* Be yourself and show the employer this best side of yourself
* Include actions and power verbs that *show* rather than tell the employer your skills and accomplishments
  + \*\*See below for a list of power and action verbs
* Make a direct request for the hiring manager to contact you
  + This solidifies your interest in the position in their mind
* Leave space for you to sign your name
  + Print it off, sign it, and then scan it back into the computer so you have the signed copy ready to submit
* Proofread you cover letter to make sure it is free of typos
  + Have friends/family look at it too! An extra set of eyes never hurts

