

# Tips to write an Impactful Cover Letter

## A Cover Letter:

- Accompanies your resume and should be directed to a specific person, if possible, to explain why you are applying for the job.
- Needs to be different for every job you apply to.
- Is a formal business letter and must be clear, brief and to the point, never more than 1 page.
- Should highlight your key relevant qualifications (skills, experience, and interest). Do not simply repeat the information on your resume.
- Should be focused on the employer's needs, not yours.
- Should come across as professional and polite, but not phony. Use language that feels comfortable and genuine.
- Must be free of spelling and grammar errors, so be sure to proof-read your letter before sending it.

## What a well-written Cover Letter can do for you:

- Spark interest and encourage the reader to read your resume.
- Give the employer a quick summary of how you can meet their needs by highlighting what you would bring to the job you are applying for.
- Allows you to tell the employer something appealing about you for the specific position you are applying for that is not in your resume.
- Allow you to briefly explain a career change if you are making one.
- Set you apart from candidates who do not send a cover letter.

## A Cover Letter Includes:

1. **Your Personal Letterhead:** The same as on your resume.
2. **The Current Date.**
3. **The Employer's Information:** Name, Position Title, Company Name, Full Address, if you can have it or can find it (you may need to research).
4. **An Opening Salutation:** "Dear" or "To" the person's name, if possible, or use "Hiring Manager".
5. **The Opening Paragraph:** Why you are applying?
  - Open with a strong sentence that will capture the employer's interest.
  - Use 2 or 3 sentences only.
  - Make a reference to the job posting – the position title, how or where you saw the posting.
  - You might mention something about the employer that you have learned in your research.
6. **The Middle Paragraph:** What you have to offer
  - Explain your *relevant* skills, experience, and accomplishments, and describe how they will benefit the company; create a clear picture of what you have to offer, relating your talents to what the employer is looking for.
  - Explain briefly why you are interested in working for that specific employer.
  - Demonstrate that you know something about the company/organization.
  - Use 3-5 sentences.
7. **The Closing Paragraph:** Determining the next step.
  - Refer to an interview to further discuss your suitability for the job.
  - Inform of any attachments, online portfolios or samples you may have to offer.
  - Be confident and sincere in your approach.
  - Use 1-2 sentences only.
8. **Closing Salutation:** "Sincerely" or "Respectfully" or "Regards" and your full name underneath.

## Cover Letter Template

Your Name

Your Address (city and province only are acceptable, no need for your street address)

Your Phone Number and Email Address

The Current Date

Name of Person

Their Job Title

Company Name

Company Address

Dear Name of Person / Hiring Manager,

The first paragraph of your letter should provide an introduction as to why you are writing so that your purpose is obvious from the very beginning. See the notes above.

In the middle paragraph, provide information about yourself that will convince the reader to look closely at your resume for more details, and that you are the best person for the job. See the notes above.

The last paragraph should refer to an upcoming opportunity for a meeting to further discuss your suitability for the job. See the notes above.

Sincerely / Respectfully / Regards,

Your Name (your Typed Signature)

## Cover Letter Example

Matilda Smith  
Kitchener, ON  
226-111-2345  
[MaryServeswithaSmile@gmail.com](mailto:MaryServeswithaSmile@gmail.com)

June 22, 2020

James Wang,  
Manager  
The Best Restaurant in the World  
500 King Street E.  
Kitchener, ON N9J 3X4

Dear James Wang,

I am applying for the position of Server at the Kitchener location of The Best Restaurant in the World, as seen in the job posting on your website's career page. I am an experienced Server, eager to work, and very interested in being part of your team.

Currently, I am upgrading my skills by becoming re-certified in Smart Serve, Safe Food Handling, and First Aid/CPR. I have 5 years' experience providing excellent table service at Swiss Chalet and Eastside Mario's. Previous to serving, I was an Event Planner, and I thrive at organizing, planning for, and managing large groups of people. I am always very friendly, pleasant, and courteous to customers, and I work well within a busy team.

I am available immediately, and I look forward to an opportunity to meet with you soon to discuss my suitability for the position of Server at your fine establishment, The Best Restaurant in the World.

Sincerely,

Matilda Smith