

STEP 1: WHAT TO INCLUDE



GREETING/INTRODUCTION

- ⇒ Address your letter to someone by name (most likely the hiring manager). You may have to do research to find out who.
- ⇒ Who are you? Tell a little about yourself-keep it brief.
- ⇒ State which position you are applying for, how you found it, and if possible include the posting number.



WHY

- ⇒ Why are you writing this letter and for what ultimate purpose?
- ⇒ Why is this job exciting to you?
- ⇒ What do you know about the company already?
- ⇒ What interests you about the company?



SKILLS

- ⇒ Pull key skills that the employer is looking for and note how your skills/qualifications match.
- ⇒ Note how your skills are a perfect fit for the job.
- ⇒ Emphasize additional relevant skills and/or certifications.



KNOWLEDGE

- ⇒ If you have an online portfolio remember to include a link.
- ⇒ Highlight your educational experience (trainings, degrees, internships, certifications).
- ⇒ What have you accomplished in your career that could be of interest to the company?
- ⇒ Make sure to mention points that clearly relate to the position you are applying for.



CALL TO ACTION

- ⇒ End your letter by prompting the hiring manager to move forward.
- ⇒ Express interest in an interview.
- ⇒ Be concise, professional, and confident in what you can offer the employer!

PRO TIP

Do you know someone at the company that told you about the position and thinks you would be a good fit?

Include their name and a brief explanation of why they referred you. Be sure to ask their permission first!

