100 Tips For Writing Your Cover Letter(s)

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1. Understand what a cover letter is

When applying for a job it’s important you know what a cover letter is so that you can use it to its fullest. The cover letter is a sales letter. It is your introduction to the potential employer. It should always be accompanied with a resume (CV), as most employers would require a summary of your background.

2. Be sure to read over your cover letter more than once.

Before you even consider sending a cover letter it is important that you read over it. This will ensure that you have provided all the relevant information, specific to the position that you are applying for. It will also give you a clearer picture of what you have written, if you are called back for an interview.

3. It is important to always check your punctuation and grammar.

Bad punctuation and grammar is bound to turn off an employer quicker than anything else. Be sure to use the help aids when checking punctuation and grammar, such tools in Microsoft office or any other word processing program you may be using.

4. You need to know the importance of a cover letter.

You should know that a resume without a cover letter is likely to be useless to the employer. A cover letter gives the employer an idea of what you can do. It also lets the employer know how qualified you are for the position that you are applying for. You should keep these points in mind when writing it.

5. Keep your cover letter direct and straight to the point.

It is not a good idea to write for the sake of writing when writing your cover letter. The faster your employer can get a picture of you by reading it the better, keeping the cover straight to the point is essential to your success. For this reason you will need to make all the statements you make clear.

6. Keep the information in your cover letter consistent.

You resume and cover letter should match up, so keep this in mind. Make sure that you don’t write anything misleading in your cover letter, which may hurt you later on during your course of employment.
7. Concentrate on the most vital info when writing your cover letter.

You cover letter should answer the job description, so you should tailor it to them. So, when writing you cover letter focus on the most vital points on the job description, this will keep your information relevant and give you the greatest success, it will keep your letter short and concise.

8. Research the information before writing the cover letter.

It’s important that you do all the background research before you even begin to write your cover letter. Doing the research properly, will aid you significantly and allow you to add the essential pieces of information relevant to the job, when writing your cover letter. This will in turn increase your chances of an interview.

9. Always highlight your abilities and experiences in your cover letter.

It’s essential to highlight your abilities and experiences when you write your cover letter. This will let the employer know how qualified you are. When highlighting your experience and abilities keep them relevant to the position you are applying for.

10. You should use your cover letter to apply for jobs you are qualified for.

Before you even start writing your cover letter you should make sure it is a position that you know that you are qualified for. You will need to look at the experiences and skills the employer is looking for specifically. Ensuring you are qualified will save you and the employer time.

11. Use the cover letter to explain certain elements in your resume when necessary.

Some elements on your resume may need further explanation. The Cover letter is the perfect tool for further elaborating key points on your resume. For instance gaps in employment history will probably make the employer wonder, so you can take the opportunity to explain them in your cover letter.

12. Your cover letter can serve the same purpose as your resume, with more elaboration.

A resume can be very similar to the cover letter from one point of view, in that it will generally tell the employer what you are qualified to do. The great thing about a cover letter though, is that you can make the employer aware that you flexible and open to other job tasks.
13. You should make your cover letter a reflection of your personality character.

There is no right way to write a cover letter, but it is best to write in a way that reflects your character and personality so that the employer can get a glimpse of you. This can have a positive effect, especially if the employer makes a connection and decides they want to know you better.


The invited cover letter is a cover letter that you send after reading the job description of the job. This type of cover letter is best used for jobs found in the newspapers, advertisements, magazines or websites.

15. Put yourself in the employer’s shoes.

When you have finished your cover letter it’s good to put it aside and do more research and your potential employer. Then you can come back to it and read it as though you’re the employer. If it impresses you this is a good sign.

16. Tackling writers block when writing your cover letter.

It is possible that you can run into writers block when writing your cover letter. The best way to tackle this is to simply stop writing; you may be suffering from stress or the pressure of finding employment. You should resume writing your cover letter a day or two later.

17. Use the benefits of the internet for your cover letter.

The internet is a great resource for finding the right format for your cover letter. This is something that most people get stuck on. Fortunately you can get cover letter templates on the internet relatively easily.

18. Put your cover letter and your resume side by side.

After you have completed your cover letter and resume, you should compare them side by side. This will allow you check that the fonts are the same and the information coincides correctly. Font size may vary, but the same size for both is probably best.

19. Use an uninvited cover letter.

An uninvited cover letter is best used when you don’t know if a company has job vacancies. In this cover letter you can describe yourself to the employer. Even though there are no jobs being advertised this gives the employer your contact skills, in case they need you.
20. Make sure your cover letter should is addressed to a particular person.

Personalizing your cover letter by find out the name of the person that you will be sending it to is a great way to score some points with the employer. This is better than a generic “sir” or “madam”.

21. Always remember to use a good introduction to your cover letter.

The first sentence of your cover letter should grab the employer’s attention. You should be aware that the employer may be reading hundreds of cover letters and resumes a day. Grabbing your employer’s attention in the first sentence is a sure fire way to get your cover letter read and called back for an interview.

22. Less is more (concise and precise), is always the best approach with cover letters.

You will need to make your cover letter sweet short and focused. As you can imagine an employer will not want to read a long drawn out letter. It is also good practice to leave a lot of white space on your cover letter so that it doesn’t look clustered.

23. You must make your potential employer know what you can do for them.

A company sole goal of look for an employee is to find someone that can benefit their company as well as fulfill the job requirements. You should make it your business to let the employer know how you can benefit their company as well as you fulfillment of the basic job requirements

24. Choose the right words.

It is best to keep your cover letter simple, so that the employer doesn’t have to research the meaning of any additional words out side of your chosen field. The more fluent your cover letter reads the more likely the employer is to read it.

25. Give your employer a call to action.

Telling your employer what you want from them is a good way to give them a polite nudge after reading your cover letter. For instance you could say “I look forward to an interview in the next few weeks”.

26. Use a referral cover letter.

So what is a referral cover letter? It is exactly what it says, a referral. So if you know someone within the company that you want a job at you can make mention to their name in the first few sentences. This can be a great way to grab the employer’s attention.
27. Sleep well ahead of writing your cover letter.

Having all you sense in take and creative juices flowing, it is a good to be totally charged and refreshed. Depending on when you are writing the cover letter night or day, you should either get a good night sleep, or a 15 to 20 minute nap just before writing.

28. Be patient.

Writing a cover letter may not always come easy, depending on the job description. In such case you should be patient. This will ensure you don’t end up throwing away tons of paper. Just remember to stay calm and take a deep breath you do feel overwhelmed at any time, you can continue when you feel relaxed again.

29. Let your friend or another person read your cover letter

Having a second person read your cover letter is always a good idea. They may be able to provide you with tips, and see things that you may not have noticed.

30. Take a look at different cover letter samples.

Remember that you are not restricted to one cover letter layout. You should find some cover letters that you like before you begin writing your cover letter. This will help you format your cover letter and give you more guidance on how to right it as well.

31. Avoid submitting generic cover letters.

Keep in mind that the employer would have come across a lot of generic cover letters, so will be easily able to spot one. You will increase your chances by writing a tailor made cover letter for each position that you apply for.

32. Don’t forget to provide your contact information.

Your cover letter is one of the only ways that the employer can contact you, so it is necessary to include it. You should ensure that you include a number that goes directly to you. It is also a good idea to provide an alternative number also.

33. Make your cover letter easy to read.

It is always good to enhance the reader’s experience of your cover letter. Bullets and other special formatting can help with this process, so they are worth including. Generally a shorter cover letter is better also. Just remember to include everything that is specified in the job description.
34. Sign your cover letter with your name at the end.

You signature is seen as a stamp of acknowledgement. It shows the employer that you standby all the statements that you make in your cover letter(s). When signing your cover letter, the signature should be done boldly, so that it exudes professionalism and confidence.

35. Use the right tone for your cover letter.

You will need to find the balance between a confident tone and arrogance. To decide whether the tone is right you should read over the cover letter more than once.

36. Your letter should be interesting.

A boring cover letter is a turn off for anyone, and the same goes for your potential employer. You should avoid this by using thought provoking words and a simple succinct layout. Remember say what you need to say and not what you don’t have to say. This way the employer will read it from start to finish.

37. Avoid the common mistakes that are found in generic cover letters.

It is not a good idea to use a generic cover letter for all the positions that you are applying for, for a number of reasons. First you may forget to change something on the letter such as the address to the employer or other company details. The second reason a generic letter is frowned on is that they are generally very non-personal.

38. A tip for a cover letter responding to an advertisement.

When responding to an advertisement in a paper you should always look at the requirements. This way you can match up your skills to the position accordingly and the employer will know immediately if you fit the job role.

39. Remember any transferable skills that you may have.

Transferrable skills are things that may have learnt outside the general requirements of the job, but can add an extra sense of experience or expertise. These could be things like projects you may have been apart or, sport and a list of other things, even parenting.

40. Use a conversational tone for your cover letter.

A conversational tone of writing tells the employer that you have personality, which usually means they will read the whole cover letter. It also shows that you are able to build a rapport even though you have not met the employer face to face.
41. Remember to include achievements that you may have.

Adding the achievement you have is a great incentive for an employer to hire you. This is because the employer is likely going to have to invest money in you, for this reason they will want the most skilled person for the job, so that this is money well spent.

42. Let the employer know you are willing to learn.

Saying that you are willing to learn is a tricky subject and is all about wording. Just saying that you are willing to learn can be a turn off for the employer because it makes you sound like a novice. But if you show you expertise in a certain array and how you still believe that you could have improved it, even though it was a success, this shows the employer that you are willing to learn but you have the skills necessary.

43. Let the employer know that you can meet deadlines.

An employer is always looking for a new candidate that they know can meet deadlines as this is a major concern for employers when hiring. Missing deadlines can affect the business so is very important. You should ensure that you tell the employer that you can meet deadlines.

44. You cover letter shouldn’t be a copy of your resume.

It is pointless writing a cover letter if it’s going to be the same as you resume. This won’t go down well with the employer if they realize they have read two documents about you telling them the same things. The cover letter should elaborate and give better explanation of your resume.

45. When emailing your cover letter be authoritative when referring it to the employer.

When sending out your cover letter as an email, you shouldn’t say to the employer that they can read the cover letter if they want you should say something direct to them. If not the employer may assume that you lack confidence or are not assertive enough.

46. Add hobbies and interests.

Listing hobbies and interests can be a good thing, but you it is only worth listing things that are relevant to the position. You shouldn’t include them if you are not sure, so that your cover letter is not longer than it needs to be.
47. You can refer the employer to previous employers.

When writing your cover letter it can work in your favor when writing, to mention previous employers, and that they will support you. More often than not the employer will not check with the previous employer.

48. Mention your ability to multi task.

Multitasking is a skill that most people pick up in the course of work. It can be a great way to improve the employer’s judgment about you, especially if you can provide an example.

49. Mention your dynamic nature.

There are many changes that go within companies, this maybe with the over structure of the company, or just the need to deal with customers in different ways. Making your employer aware of you dynamic nature will be very beneficial.

50. Write a great opening paragraph of your cover letter.

It’s your job to grab and hold the attention of your employer, and there is no better way to do this than to write a great opening paragraph. You should state your intentions and what you can do for the employers company for best results.

51. Use the right number of paragraphs within the cover letter.

Each paragraph you have in your cover letter should have 3 to 4 sentences, generally it is best to have 3 paragraphs, but 4 are okay if you need to elaborate. Ensure that each paragraph has different information in it.

52. Format your cover letter in the best possible way.

It’s always best to keep the presentation of you cover letter cluster-free. Having a lot of white space usually works best. Having good margin sizes and double spaces between paragraphs are also worth considering.

53. Don’t use too many pages for your cover letter.

You should always have at the back of you mind that you employer is likely to be reading as much as 50 plus cover letters, so it’s a good idea to make yours a less tedious task. You cover letter should only really be one page anyway, so anymore than this risks the chance of not getting read.
54. Check for any spelling errors.

There is always the possibility of a spelling error in your cover letter, but you should minimize this by checking your cover letter thoroughly. It may also be worth getting someone else to read through your letter as well. You can also make use of different tools, especially when using a word processing program.

55. Let the employer know you want the job for the long term.

Assuring the employer that you won’t be here today and gone tomorrow, is definitely what the employer wants to hear. Implying your long term intentions in your cover letter is the best way to indicate your intentions to the employer.

56. Never speak badly of a previous employer in your cover letter.

Concentrate on writing positive things in your cover letter, so that the employer has something pleasant to read. Any bad mouthing of previous employer(s) will raise the question to the potential employer, as to whether you will do the same thing to them, if you ever leave.

57. You need to understand that the cover letter and resume have different functions.

Basically the resume will list more generic information about your educational background and some hobbies and interests. The cover letter is your chance to expand on parts of your resume and tell the employer why the job should be yours.

58. Stay away from expressing negativity in your cover letter.

If you say things that are bad about your previous employer or make snide remarks concerning them this may prevent you from getting the job. This is likely to make the employer think that you are ungrateful and disloyal, which is likely to lead them to the conclusion that they could do without you.

59. Use the best attention grabbing statements.

You should always use an attention grabbing statement in the first paragraph of your cover letter. But make sure that the statement is relevant to the rest of the cover, not just being used for the sake of getting attention.
60. Lay emphasis on your strengths.

The aim of your cover letter is to express your strengths and not your weaknesses. Although it should not make you look needy, weak or desperate. You should position yourself as an expert so that the employer views you as the best candidate for the job.

61. Avoid writing a cover letter for a job you don’t have the relevant experience for.

Obviously it id more than likely you have nothing to lose by submitting a cover letter with your resume for a job you don’t have relevant experience for. But in the long run you will be wasting everybody’s time.

62. Tailor-fit your cover letter to the position you’re applying for.

Using a generic basic format for a cover letter is possible, but if you want the greatest impact you should always write a cover letter that is job specific. This is like to put you in with a higher chance of being interviewed.

63. Re-evaluate and minimize the words in your cover letter.

When writing a cover letter it is best to have one that is precise and direct to the point. Going through your cover letter and making sure this is true is a good idea. This also makes the letter short and easier to comprehend.

64. Give examples in your cover letter.

Giving examples of any customer situations that you tackled in the past can help you to validate your selection for the job. When adding an example you should keep it within a few sentences, or short paragraph.

65. Sell yourself in your cover letter.

When you are writing your cover letter you should see yourself as a sales man. This a point most overlooked by many people. You job is to try and get the employer to buy the product, which happens to be you in this case. Focusing on your benefits is the best way to do this.

66. Use action words in your cover letter.

The use of action words in your cover letter is important, because you want your letter to be active and not passive in nature. Action words give the read a better picture of what is being said, they also make it easier for the employer to take action after reading, when used properly.
67. Leave the ball within your prospective employer's court.

You should think of your cover letter as an action that you are taking, which will leave the reader with a response to make. To do this you need to come up with a call to action. You can do this by requesting an interview at the end of your cover letter or by telling the employer to expect a follow up call.

68. Use the best type of cover letter.

There are three types of cover letter, which are invited, uninvited and referral. You will need to familiarize yourself with these cover letters so you can choose the best one.

69. Include a unique selling proposition in your cover letter.

Most people usually miss the most important part of a cover letter, which is the unique selling proposition. It is here that you tell the employer why they should hire you before other candidates.

70. Try to think how your employer is thinking.

It is always a good idea to try and think what the employer is likely to be thinking. This is why they would hire you. You will need to address these questions as fully as possible when writing your cover letter to be in with a chance of being employed.

71. Make your cover letter distinctive so it stands out.

A general cover letter will have about 3 to 4 paragraphs. This is great but in order to get yours to stand out, you can include things like bolded letters and bullet points, to highlight things such as your qualifications. Difference in your style is bound to be appreciated, but with all things don't over-do it.

72. You may or may not include references in your cover letter.

It is not wholly necessary to write your references in your cover letter, but in some case it may be essential, but only if it has been indicated in the job description. Usually references are likely to be called on when you are in the interview process.

73. Get ideas from friends or other people.

It's good to consult friends or other people especially if they have experience in a recruitment department or have been successful with their own cover letter(s).
74. Stay on topic and get to the point when writing your cover letter.

Getting the point is the best approach when writing a cover letter. Beating around the bush and writing a long cover letter will only cause the employer to lose interest, which will jeopardize your chances of employment.

75. Good use of challenging thoughts.

Using thoughts that challenge the employer in the right way can help your application. This can indicate to the employer that you are going to be a worth-while person to talk to, which is likely to get you an interview.

76. Compliment the company.

Acknowledging any recent achievements that the company you are applying to have had, can work in your favor on your cover letter. It is particular good to use this information in your opening paragraph as an attention grabber.

77. Always be ready to reconstruct your cover letter.

You should never hesitate to reconstruct your cover letter, especially if you have received feedback bout it from somebody you trust and agree with. Writing your cover letter as early as possible is best, as this will save you time and trouble rushing to do it later on.

78. The second paragraph of your cover letter should be about you.

A cover letter should have 3 to 4 paragraphs. The first should focus on grabbing the employer’s attention. The second should be about your academic achievements, and how the company will benefit from hiring you.

79. Never sound too presumptuous in your first paragraph.

It’s good to have confident sounding statements in your cover letter. But you should reframe from being presumptuous, as this will make the employer feel like you are telling them what to do. Writing something like “all you need to do is call me”, is way too presumptuous so avoid this.

80. Don’t discuss too much in your cover letter.

Even though the cover letter is the first thing the employer sees, this doesn’t mean that it should be overloaded with information. You main focus is to elaborate your skills and qualifications, which are things you can’t do in your resume.
81. Always think positively.

Even if you are writing your first cover letter you should remain positive when writing it. Being positive is the only way that you will produce a cover letter that your employer is more likely to read and be convinced by.

82. Concentrate on transferable skills when you don’t have the necessary experience.

If you feel like you don’t fit the requirements for a position even though it is your chosen field, you should use transferable skills. Transferable skills are good to use because they can still apply to the job description, and help you win over the employer.

83. Third paragraph of your cover letter is about your qualifications and benefits to company.

The first paragraph is for grabbing attention. The second paragraph is for qualifications. So the third paragraph should discuss your qualifications, with great emphasis on how you will benefit the company you are applying to.

84. be confident when writing your cover letter.

It’s important to be confident. If you feel like you don’t have the any think to write in your cover letter because of lack of confidence you should think about how you helped out a previous employer. This will help motivate and remind you of your achievements. Also don’t forget your educational achievements.

85. Accentuate the most favorable parts of your cover letters.

You can accentuate your cover letter by using phrases such as “I am positive”, “I am convinced”. Instead of weaker phrases such as “I believe” or “I feel”.

86. Let the employer know when you are available in your cover letter.

Showing interest in being interviewed should be done in the final paragraph. You should also tell the employer when you are available. This should include times and specific days of the week.

87. Use cover letter templates.

If you don’t have an immediate template in mind, there are plenty of templates that you can find on the internet to help you base your cover letter around. There are many different example templates you can choose from.
88. **Send you cover letter by email in the right format.**

If your cover letter is going to be sent via email you, you should never send it directly in the email format as the presentation of the cover letter is likely to be altered. The best way to send your cover letter is as an attachment so that the employer receives it, in its right format.

89. **Always explain any employment work gap.**

If you have submitted a resume with employment gaps, it is likely that the employer will wonder about these. You can explain briefly in the second or third paragraph, and then get back to your qualifications and achievements.

90. **Use words with passionate and enthusiasm.**

All employers want workers that can show passion and enthusiasm. When writing your cover letter you need to show the employer through what you write how enthusiastic and passionate you are about the position you are applying for.

91. **Take your time when writing your cover letter.**

Writing a good cover letter can take some time, so don’t rush it, if you want to get the best possible chance of an interview. You should also read over it a number of times to improve the final outcome.

92. **Show how enthusiastic you are when you end the letter.**

It’s good to end the cover letter by letting the employer how excited you are about meeting them. This will show the employer that you are really motivated and want to work for the company.

93. **Add all the required parts to your cover letter.**

You need to know all the parts of the cover letter that are needed in-order to complete it. Highlighting the necessary parts of you cover letter such as: why you should be given the job, the closing and your signature. Knowing these things will help you write your cover letter.

94. **Target your cover letter.**

Targeting you cover letter means that you are writing it specifically for the job you are applying for. To do this you should list all the criteria that the employer has specified, and then list your own experience and skills to match them up. And list them only in your cover letter.
95. Don’t be put off by customizing your cover letter.

Of course, customizing your cover letter for each job can be a challenge. But keep in mind that your chance of getting interviewed is much high, as the employer can specifically what you can offer.

96. Follow instructions when emailing your cover letters.

The employer is likely to specify how they want cover sent by email, so you should follow the instructions that they give you. They may want a specific font size, they may want you to send the cover letter as an attachment or they may want you to copy and paste it directly into the email body, whatever the instructions are, be sure to follow them for best results.

97. Getting your cover letter written for you is an option.

It can be good to get someone to write a cover letter for you, but keep in mind that this will not guarantee that you get the job. The main reasons for this are that it may lack your personal touch and you are less likely to be familiar with it.

98. Understand the dynamics to writing a cover letter.

All the tips here should give you a quick overview of what you should be doing with your cover letter, but you can also get more information online at http://www.whatdoesabusinessanalystdo.com/?p=42 . There you will find cover letter tips specifically for business analysts, although it can be used generally also.

99. You don’t need to tell the employer everything about your background.

Revealing too much about your background in your cover letter is not a good idea; this is mainly because you may end up accidentally revealing weaknesses about yourself. You should be selective about what you reveal and make it specific to the job.

100. Write a lot of cover letters to improve the skill.

Like any skill practice makes perfect, so the more cover letters your write the better you will become at it. After reading through the tips here you ability to write a good cover letter has definitely increased.

All the best!

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