

Introduction to Canadian Cover Letters

In addition to requiring a resumé, it is customary to also send an accompanying cover letter. The role of your cover letter is to introduce yourself, show your interest in the position and to clearly demonstrate the match between you and the job. Your cover letter should not duplicate everything from your resumé; its purpose is to demonstrate how your unique skills and values align to the position and organization.

Checklist for Cover Letter Success (check off each item once it's completed)

	Action to be completed
	Maximum one page in length using proper business letter format (with three to four paragraphs)
	Use the same layout, font and header as on your resumé
	Include your legal name and/or a preferred 'English' name, if applicable
	Each cover letter must be an original; tailor your cover letter to the requirements of each job
	Use standard business salutations e.g., Ms., Mr., Dr., and then the person's last name in the cover letter
	Address your letter to a specific person, such as the manager of a department. If you are unable to obtain a person's name, you may address the letter to a position title such as, Dear Human Resources Manager. Avoid using 'To Whom it may Concern' or 'Dear Sir/Madam'
	Be specific about your qualifications. Highlight 2-3 main reasons why you are the best candidate; then use specific examples to demonstrate results
	Show your personality in your letter; communicate interest, motivation and self-confidence
	Demonstrate knowledge of the company; show the recruiter that you've done some research
	Do not be negative or apologetic. Avoid statements such as, "I do not have a lot of experience but ..." Highlight what skills you do have, not what you may be missing (or lacking)
	Focus on what you can do for the employer, not on how the position will benefit you
	Do not overuse the word 'I' or begin every sentence with 'I'
	When you are finished, read your letter aloud and listen to the language. Ask yourself: does it sound like a formal letter? Do I convey enthusiasm and a sense of who I am? Have I sold myself as a strong candidate for this specific position?
	EDIT, EDIT, EDIT! Proofread for spelling, grammar and accuracy

Next steps:

1. Attend a Cover Letter workshop at the Career Centre
2. Pick up the 'Resumé and Employment Letters Guidebook'
3. Book an appointment to review your cover letter with a Career Consultant

Your Name

Address

Phone number | Email address | LinkedIn URL

Date

Employer's name
Title (if known)
Organization/company
Address

Dear Mr./Ms. Last name (or Hiring Committee/Hiring Manager)

Re: Position Title or Job ID Number

INTRODUCTORY PARAGRAPH

- Your goal is to grab the employer's attention and interest.
- For what position are you applying and where/when did you hear of the opening? What has inspired you to apply?
- Why do you want to work specifically in this position and for this company? Demonstrate that you have done your research on the organization.
- What makes your skills, personality and experience an asset to the company? How are you a unique candidate? Draw attention to one or two of your key qualifications.

BODY PARAGRAPHS (2-4)

- Your goal is to persuade the employer that you possess the skills and qualifications to work successfully in the specific job. Show the employer that you have done your research, know about the organization, know the job and understand how your skills and qualifications will fit with the job. Connect examples to the target job.
- Often the body of a cover letter consists of two to three paragraphs. This is one option:
 - 1) Demonstrate how your education and training are relevant.
 - 2) Present information which demonstrates how your experiences (select from your work and volunteer experiences, and school and other activities) have enabled you to develop the key skills required to undertake the job. Use tangible STARR examples.

CONCLUSION PARAGRAPH

- Draw attention to your understanding of the job; use a statement that indicates how one or two of your strengths will be important on the job
- Demonstrate the ways you can contribute to the organization's goals
- Thank the employer and request an interview with confidence

Sincerely,

Signature

Type your full name