

Alumni Consulting Group

IT Consulting – Contract to Hire – Direct Placement

Cover Letter Tips

A cover letter is a tool with a specific purpose. Its purpose is to make the recruiter's job easier by focusing their attention on the skills you possess that match the skills required by the job description. Avoid using the cover letter tool for other purposes, such as selling your personality or describing your life history.

- **Personalize your letter.** Address your cover letter to a specific person, rather than addressing it to "whom it may concern." Mass mailings are rarely, if ever, effective. Most recruiters don't like to receive them any more than you do.
- **Highlight your skills.** The purpose of a cover letter is to highlight pertinent skills and experience. As a result, each cover letter will be slightly different. Each cover letter should be tailored to the job for which you are applying.
- **Keep it simple and concise.** These days your email message is your cover letter. Recruiters are very busy people. When applying for a position, you must take their needs into consideration. They are often too busy to take the time to open a cover letter you have included as an attachment. As a result, always use your email message as your cover letter. There is a better chance your cover letter will be read.