

# Tips for Writing Cover Letters

Presented by Wendy S. Enelow, CCM, MRW, JCTC, CPRW  
Enelow Enterprises, Inc. – [www.wendyenelow.com](http://www.wendyenelow.com)

- 1. Highlight your most relevant qualifications.**  
Use your cover letters to highlight your skills, experiences, qualifications, honors, awards and anything else that will distinguish you from others applying for the same position.
- 2. Include information about the company or the position for which you are applying.**  
If you know any particulars about the company to which you are writing (e.g., their products, services, customer markets), be sure to address those items in your cover letter. If possible, relate how your skills and experience may meet the company's needs.
- 3. Explain why you want to work for THAT company.**  
Do you want to work for that company because of its reputation, location, products, services or some other reason? Why THAT company? Everyone wants to feel wanted, even a company!
- 4. Be sure that your cover letters are neat, clean and well presented.**  
Remember, cover letters are business documents, not advertising materials. They should be attractive and relatively conservative, not “over-designed.”
- 5. Double-check, triple-check and have someone else check your letter to be sure it's error-free!**  
In job search, people don't meet you; they meet a piece of paper. That piece of paper — your cover letter — reflects the quality and caliber of work you will produce on their behalf. Even the smallest of errors is unacceptable.
- 6. Keep your cover letters short!**  
Cover letters are not essays, so keep them to one page.
- 7. Always remember why you are writing each cover letter and ASK FOR THE INTERVIEW!**  
Remember, securing an interview is your #1 objective for each cover letter that you write, so be certain to ask for the interview at the end of your cover letter.