

Tailoring Your Cover Letter To A Specific Job

Key points to consider when customizing your cover letter

- Tailor and customize each cover letter for every job.
- Common practice is to use exact employer words and terminology directly from the job ad. This indicates you have the knowledge, skills, abilities, training, education and experience they require.
- Another idea is to incorporate the exact job title being offered in the opening paragraph.
- On occasion, a Broadcast Letter will have to work.

Key Points:

Perfection – Your cover letter must be absolutely meticulous, with no errors. It's immediately graded on appearance. It must be easy to read in format, balanced, visually appealing, and consistently spaced. It is next graded on content; what you know, what you have done, as well as proper spelling and grammar. Read it aloud to yourself to be sure that it flows smoothly. Avoid using brackets as they stop the smooth even flow when reading. Have someone else critique your letter for errors.

Formatting – Consistency is the keyword. Be consistent with the font, font size, bolding, capitals and spacing.

Content and Structure – Use exact words from the job posting and customize each letter to every job.

Abbreviations – Avoid using abbreviations. Do not abbreviate Street or Drive, but ON for Ontario is acceptable.

Paper – Once your cover letter is error free, print it on a good quality bond paper. Use the same quality paper for your resume and reference pages.

Attachments – Paper clip your resumé to the back of the cover letter.

Envelope – Use an 8 ½ x 11 envelope when mailing or delivering and never fold your documents.

Hand deliver – This allows you to visit the company and perhaps make a personal contact. Remember, they will see you as well so dress for success. Make this a marketing opportunity.

Follow-up – Confirm your documents were received by the correct person via telephone or email.

Faxing – When faxing a document, be sure to dial the correct number and get verification that it was sent.

Research – Find out as much as you can about each company, especially before the interview. Know what they do, where they are located, their postal code, and the contact person or recruiters' name and job title. Use the library, website, telephone directory or pay them a visit. Make the company feel this is the only job in the entire world that you have applied to, and the only job you really want.

Selection – Employers are looking for what you have to offer, what you know, what you can do, what you have done, and if you would be a good fit into their organization. This is your opportunity to explain that you have exactly what they want and need. Being selected for an interview is your goal.

Broadcast Letter – Occasionally a general broadcast letter will have to be sent or provided. It is not addressed to a specific company or prepared for a particular job, but it does provide an overview of your skills, knowledge, abilities, education, training and experience that relates to the field that you are attempting to enter.

The assessment process of selecting the right candidate for the job starts with your well written cover letter.

Check us out at [Mohawk College Job Website](#)