

Writing an Effective Cover Letter

What is the purpose of the cover letter? The cover letter tells an employer why they are receiving your resume and for which job you are applying. Study the job description so that you can specifically communicate what you are applying for and how your skills and experience best match the position. You can practice writing a cover letter but you will have to write a new one each time you apply for a job. If you do not change your cover letter with each job application, you will be less likely to convince a potential employer that you really want the job.

When do you send a cover letter? If you are applying for a job by mailing, emailing, or faxing a resume, you should always send a cover letter. Pay close attention to the job posting to