

COVER LETTER

A cover letter, also known as an application letter, is a document you send with your resume that provides additional information about skills and experiences related to the job you're applying to. It typically includes three to four paragraphs that highlight your skills, experience and achievements in relation to the position you're applying for.

There are 4 types of cover letters:

Application cover letter: This traditional style includes details about your professional experience as it relates to the requirements of the job post.

Referral cover letter: This is used when applying for a job but mentions the name of a current employee who referred you to the open position. A referral can help you stand out during the hiring process.

Letter of interest: this cover letter is used to inquire about job openings at a company you want to work at. A company may not have job postings up, but may still be looking for qualified individuals.

Value proposition letter: A value proposition letter is a summary that explains what makes you unique, such as your skills, accomplishments and the value you can add to a company. This type of short cover letter is usually used as a resume summary statement or as an answer for "tell me about yourself" style interview questions.

What to include in a cover letter?

- How your work experience meets the job's requirements.
- Why you want to work at the company.
- Meaningful anecdotes.
- A call to action: "I look forward to hearing from you" for example.

What not to include in a cover letter?

- Anything that isn't true.
- Paragraphs that are too long.
- Your salary requirements or expectations.
- Negative comments about current or past employer.