

GENERAL RULES of COVERLETTER

- Address your letters to a specific person if you can.
- Shape your letters to specific situations or organizations by doing research before writing your letters.
- Keep letters concise and factual, **no more than a single page.**
Avoid flowery language.
- Give examples that support your skills and qualifications.
- Put yourself in the reader's place. What can you write that will convince the reader that you are ready and able to do the job?
- Don't overuse the pronoun "I".
- **Remember that this is a marketing tool. Use plenty of action words.**
- Have suggestions from an adviser who you believe can provide feedback on your letter.
- If converting to a .pdf, check that your formatting translates correctly.
- Reference skills or experiences from the job description and draw connections to your credentials.
- Make sure your CV and cover letter are prepared with the same font type and size.

Thank you
Job Counselor