1. **Write to a specific person.**
   Avoid “To Whom It May Concern”
   Research the company to find the name of the appropriate contact; address the letter to them.
   When you cannot find a specific name, use ‘Search Committee,’ ‘Human Resources Manager,’
   ‘Hiring Manager,’ or ‘Director.’

2. **Make absolutely no mistakes.**
   Carefully proofread for spelling and grammar.

3. **Personalize your letter.**
   Include information relevant to the job you’re seeking and the person you’re addressing.
   Avoid form letters.

4. **Present good appearance.**
   Consider format, print, and paper quality.

5. **Use a friendly, informal tone in the opening.**
   The first paragraph should include your purpose for writing and remind the reader of any
   previous contact.

6. **Target your skills and experience.**
   Match the job requirements with what you have to offer.
   Demonstrate knowledge of the company/business.
   Emphasize how you can benefit the company.

7. **Close with an action statement.**
   Let the employer know what you want them to do review the enclosed resume, set up a time to
   further discuss your qualifications in person, etc.

   *Follow-up is the job seeker’s responsibility*

**Additional Tips:**

- Use a complete return address
- Avoid abbreviations *(spell out Boulevard, Suite, Parkway, etc.)*
- If you are a recent graduate with limited employment background, present your education as
  real experience that produced real skills. Use examples from class projects, internships, or
  volunteer work.

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*Based on “The Quick Cover Letter Video” by JIST, based on writings of Mike Farr*