

# Direct Hire Associates

## Who Needs a Cover Letter?

### Cover Letter Quick Tips

- Portray yourself appropriately and honestly.
- Keep it simple and brief to avoid sounding like you're trying too hard.
- Reference something specific in the ad or job description and how it specifically relates to your experience or appeals to you.
- Always attach resumes, cover letters (if requested), and salary history (if requested) as separate documents. The documents should be titled with your name and the document subject (i.e. "first\_last\_resume.doc").
- If your e-mail address is currently more personal than professional like sweetiepie@ymail.com, get a new account with a more professional tone for use in your job search.

## Improving first impressions

### Introductory e-mails (today's cover letter)

These days, 95% of your resume submissions are going to be done electronically. It is important that you remember to set yourself apart from the (likely) hundred to three hundred responses an employer may receive for any one opening. The introductory e-mail is the first impression a prospective employer will have of you. It will likely be referenced and re-read many times throughout the hiring process, so make sure it's well-crafted.

### Adjust your expectations

There is no magical writing format or buzzword that will get you hired, so dispel that myth now. The purpose of a cover letter or introductory e-mail is to make first contact, to pique the hiring manager's interest in you and to establish yourself as a potential candidate for the open position.

### Tone and length

A cover letter alone will never get you hired, but if it is not put together correctly, it might get your screened out of their process! You want to appear professional, genuinely interested in the position/company, articulate, and seemingly easy to work with. However, be cautious not to appear desperate. If they read your cover letter, don't let them find an excuse not to call you.

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