

How to Sell Yourself With a Cover Letter

The worst mistake one can make when applying to a potential position is failing to include a cover letter.

Even if your resume is brilliant, a job specific cover letter is a necessary tool to include with each and every resume. Your cover letter is your introduction; it is also the time to peak the reader's interest with what it is you have to offer.

A candidate should never send a resume to someone without explaining why. This cover letter is essentially your first meeting with your potential employer. It is your chance to introduce yourself and to showcase your accomplishments; entice the reader and motivate them into selecting you for an interview above all other applicants.

To start with – the cover letter must be job targeted. It must also clearly indicate who you are addressing the application to – so find out the name of the person who will be reviewing the resume. Your resume must also include the position you are applying for.

It is important that you must not appear desperate – so stay away from any comments such as “desperately need work” or “willing to work for free just to get my foot in the door”. Employers might wonder why no one else has hired you.

Never send a generic letter – “To Whom it May Concern” – or not mentioning the company by name. Employers who will be reading your resume will also be reading dozens of other resumes as well. They will soon realize that no effort was put into your application. If you can not write a professional looking and sounding letter or resume – hire someone else to do it – but make sure the information is correct and that you can answer any and all questions about what is on the resume. There should be no surprises to you what they wrote.

Remember – a cover letter is your introduction to the employer and you need to stand out from all the other candidates to get that important interview.