

10 Ways to Improve Your Cover Letter to Get Hired

Keywords: cover letter, cover letter template, cover letter examples, how to write a cover letter, what is a cover letter, what is a cover letter for a job

Submitting a cover letter significantly increases your chances of securing an interview. A [ResumeLab study](#) revealed 83% of HRs place importance on cover letters when assessing candidates.

HRs are not looking to recruit professionals that are just competent. They're looking to recruit professionals that are competent AND express enthusiasm about the company.

Resumes focus on your past roles and experiences. Cover letters focus on your future aspirations. In your cover letter, convey what these aspirations are and how you aim to implement them with your skillset.

This shows not only how you can be an asset to the company, but it shows enthusiasm. A combination that increases your value proposition and the chance of getting hired

Scroll down to find X ways on how you can build a cover letter to increase your chances of getting hired/standing out as a candidate.



1. Decide on the Type of Cover Letter

There are six main types of cover letters:

1. Application
2. Prospecting/Letter of Interest
3. Networking
4. Career Change
5. Cold Contact
6. Email

Choosing the right format depends on the type of job you're applying for.

Regardless of what type you choose to send to a recruiter, they all follow a general format of:

1. Date
2. Your Contact Info
3. Greeting
4. Opening Paragraph
5. Body Paragraph
6. Closing Paragraph
7. Sign-Off

A great way to get started is by searching any of the following on the web:

- cover letter template
- cover letter examples
- how to write a cover letter
- what is a cover letter
- what is a cover letter for a job

Knowing how to formulate a cover letter is an essential skill in any job application process. A competently written and formatted cover letter enables you to always be viewed more favorably by hiring managers. There are plenty of websites that can provide you with a cover letter template. This way you will have a rough idea of how to approach formatting.

2. Properly Format the Introduction

Begin with date, then your contact info, then the hiring manager's info. Next up is the greeting. Applicants commonly start this section with "Dear Sir/Madam".

Although it may seem professional, it is impersonal more than anything. Instead, finding the person's name who posted the job—perhaps a recruiter or the company owner—will go a long way, for two reasons:

1. It shows the recruiter/owner you are genuinely interested in the company.
2. It gives you an edge over other applicants, because you tailored the cover letter to the particular job post.

If you can't find the job poster's name, a simple "Dear (Company) Team" will do.



3. Don't Write Your Cover Letter in One Huge Chunk

Splitting your cover letter into at least two paragraphs won't overwhelm HR with one huge chunk of words. It will convey your competence in a manageable manner and provide a shift in tone of voice when needed.

4. Make it as Condensed as Possible

HRs receive up to 400 cover letters per day. Convince them you're the right person for the job, in as few words as possible! To ensure your cover letter is concise and easy to read, limit it to one page.

To do this, incorporate em dashes, semicolons and parentheses whenever appropriate. This may seem like a tall order, but it's necessary in order to create a cover letter that will make you stand out as an applicant.

Hiring a professional cover letter editor will allow you to describe your professional background, career goals, and any necessary technical jargon. The editor will then edit and tailor your cover letter to your liking.

Ultimately, your aim is to submit a professional cover letter that showcases competence in your field. But keep in mind that it also serves as a writing sample, giving employers insight into your writing skills and your ability to communicate effectively.

Naturally the cover letter editor will keep this in mind and keep the cover letter's tone of voice in **business professional writing**, making sure it does not contain too complex of a syntax structure. Your cover letter will organically and seamlessly sound like you!

5. Bolden Key Words

This will let the person reading your cover letter know you took the time to customize it specifically for this particular job and position.

6. Properly Format Your Paragraphs

Properly formatting your paragraphs will make it easy for HRs to navigate your cover letter. If paragraph formatting sounds intimidating to you, don't worry. The trick lies in following a formula.

As you write your cover letter, aim to explain your motivation for applying and showcase how you are fit for the role.

The first step is pretty straightforward: the introduction (date, your contact info, and greeting) which we already covered.

The second step is the opening paragraph. Make sure to gain the hiring manager's interest by starting off with a strong statement.

For example,

"As a marketing specialist with 5 years of digital marketing experience, I am writing to express my strong interest in the Digital Marketing Specialist position at ABC Company."

A strong statement shows relevant competence and initiative for the job post.



Now for step number three, which is the body paragraph. State your value proposition by delving into your professional background.

When describing your past accomplishments, be specific and use measurable results. Instead of writing "I improved our marketing," quantify your impact. It's recommended to use a bullet point format; this will allow you to provide measurable achievements that align with the job requirements in the specific job post.

For example:

At my current company, I have directed all ads to convert sales. As head of marketing my accomplishments include:

- Leading website redesign, which increased conversion rate by 11%.
- Writing ad copy that's increased sales by 22% over 8 months.
- Leading SEO campaign that's secured a top-4 ranking on Google.
- Increased email newsletter open rates by 34% through targeted subject-line testing.
- Negotiated vendor contracts that reduced ad spend by 15% while maintaining ROI.
- Launched a social media campaign that grew followers by 47% in six months.

Now you've not only impressed with your skills, you've also backed your accomplishments with data.

Show, don't tell. There is power in this.

"Telling" attempts to persuade recruiters you're good at something, hoping that they will believe you with no proof.

"Showing" makes them see in plain sight you have proven your accomplishments, by getting more people to buy/saving the company X amount in Y time.



Try to list 3-6 bullet points to show your comprehensive expertise.

If you struggle to come up with more than 2-3 bullet points, that's ok.

Step #4 is the closing paragraph. Following a few guidelines will ensure you end your letter on a strong note.

By now you have shown you are a qualified professional by listing relevant skills and accomplishments.

Reinforce this statement to the hiring manager in your closing by:

1. showing you can be an asset to the company
2. adding a call-to-action (CTA)

"I would welcome the opportunity to discuss your company objectives and (insert ways that you the applicant can help fulfill them.) Attached, please find my resume for your review. For further evaluation upon my credentials, I hope you would not hesitate to contact me at (555) 555-5555 or at johndoe@gmail.com to schedule an interview."

This is the meat of your ending because:

- It's professional but not pushy.
- CTA is an added prompt to encourage contacting you.

Step #5 consists off a formal sign off along with your name.

7. Let Your Personality Shine Through in Your Cover Letter

Cover letters and resumes are often treated as two different documents that contain virtually the same information. But each one serves its own purpose.



MISSION



VISION



VALUES

Think of a cover letter as how you would come across in an interview, before the hiring manager has ever even met you. Resume content is straightforward—it involves work experience, technical skills and education.

A cover letter allows you to be more personable. After listing your qualifications in your cover letter, let HR know how you're eager to use your work experience moving forward in your career.

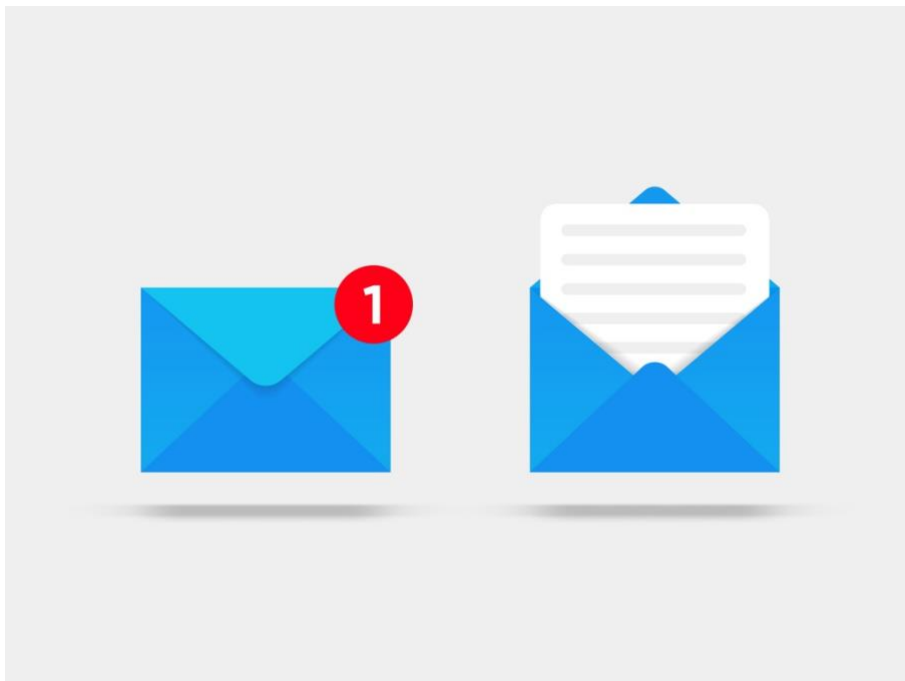
A great way to go about this is looking at the job post's job description to get an idea of the company's brand voice and values. Then tie in your qualifications to the company's core values to show how you can be a proper fit for the company.

For example, if a company sells vitamins and skincare products with values centered around well-being and plant-based products, you might write something like:

“Reading the job description at ABC Company, the company strikes me as one that strives to help people live a holistically healthy lifestyle. As a person that prioritizes holistic health—through meditation, yoga, and healthy eating—I believe I can be a great fit for ABC Company's brand given my copywriting background and lifestyle. I would welcome the opportunity to discuss your company objectives and elaborate how I believe I can be a fit for what the company stands for.

Attached, please find my resume for your review. For further evaluation upon my credentials, I hope you would not hesitate to contact me at (555) 555-5555 or at johndoe@gmail.com to schedule an interview. Thank you for your time and I look forward to speaking with you.”

This shows not only how you can be an asset to the company, but a great deal of enthusiasm. Personalizing your cover letter as such gives you great advantage because most applicants don't go such great lengths to customize their cover letter to each job post. Ultimately, you will



be one of the most memorable candidates when the company narrows the applicant pool for interviews.

Bonus Tips

8. How to Write a Cover Letter in an Email

Writing a cover letter in the body of an email is an underutilized tool you can use to stand out from other applicants. It's a subtle yet effective way to grab the hiring manager's attention.

First let them know an important document has been attached, such as your resume. Then use the email's real estate to your advantage by:

1. stating why you're interested in the position
2. your most relevant experience

Then write a call-to-action by stating your phone number and email. Conclude with a sign-off. This will only amount to 3-4 sentences in the email's body. But by keeping the information relevant to the job post and mentioning your qualifications, it can go a long way.

There will be many other applicants with similar credentials to you. But knowing how to relay your credentials often serves the difference between who actually gets hired.



9. Why You Should Write a Prospecting Cover Letter

Write a prospecting letter to a company if you're interested in applying within a certain department but unsure of what role.

Follow these steps to can gain their attention:

1. Introduce your ideals. It can be as simple as...

"I believe trust binds the culture of a team together and enables a collectively formidable work ethic".

2. Show your value, do not tell it.

"As marketing director at my current company I have strived to integrate such a philosophy within my team. I have reduced turnover within my department by 70%. I have also implemented high levels of employee feedback and team performance evaluations--boosting employee morale by 55%."

3. Tie your message back into why you would be an asset to the company.

"Based on your website, I see organizational philosophies in your company that align with mine. I look forward to seeing if I am a good fit for any marketing-related roles."

With only a few sentences you have clearly laid out your value proposition to the hiring manager by mentioning your ideals, showing your value, and proving you're an organizational fit for the company.



10. Formatting Your Opening Paragraph

If you are still struggling with formulating your opening paragraph, here is another example to help you get going.

Let's say the job title is "Copywriter (Direct Mail Focus)".

In your opening write "As a copywriter with X years of email marketing experience, I am writing to express my strong interest in the Direct-Mail Focus Copywriter position at ABC Company."

Make sure to bolden "Direct-Mail Focus Copywriter" and "ABC Company".

Helpful tips to remember are to make sure to gain the hiring manager's interest by starting off with a strong statement. Do this by reading the job description of the job you're interested in. Then tailor your opening paragraph with a prominent skill that you have that's mentioned in the job title.

Cover Letter Checklist

Before you submit your cover letter, review it to ensure it is polished and professional:

- Is the letter addressed to the hiring manager by either name or company team?
- Have you tied in personal qualifications to the company's core values?
- Have you highlighted personal skills relevant to the job application?
- Is the letter succinct?
- Did you maintain proper cover letter formatting?
- Have you checked for correct spelling and grammar?
- Does the closing paragraph reiterate how you can be an asset as well as a CTA?
- Did you conclude with your name and contact information?

By checking for all the above, you can be confident that your cover letter is well written, professional, and tailored to the job post. Your meticulous effort will ensure you stand out from other candidates and increase chances of securing an interview.