

Cover Letter Success Checklist



1. **Set up your basics**
Put your name, contact details, and today's date at the top. Add the company's name and the hiring manager's name and job title if you have it.
2. **Greet the right person**
If you know who will read your letter, address them by name. Otherwise, "Dear Hiring Manager" is a good option.
3. **Catch attention from the start**
Open with a memorable fact, achievement, goal, or reason that connects you to the role or the company.
4. **Tell your story simply**
Share a relevant challenge or success from your own experience that demonstrates your skills and growth.
5. **Match your skills to the job**
Use keywords from the job ad and give short examples to show you match what they need.
6. **Show your personality**
Write with positive language and let your genuine self show—just keep it professional.
7. **Highlight your soft skills**
Share short stories or results that show teamwork, communication, initiative, or other personal strengths.
8. **Stay short and clear**
Keep your letter to one page. Use simple paragraphs and plenty of white space.
9. **Add your digital touch**
Link to your LinkedIn, portfolio, or online work if it's relevant and helpful.
10. **Refer to your resume, but don't repeat**
Mention the resume is attached and tease one key reason to read it without copy-pasting your resume text.
11. **Use an appealing format**
Follow a template that matches your resume's look—consistency helps your application look polished.
12. **Keep it original**
Avoid clichés and buzzwords. Say things in your own words so your letter feels authentic to you.
13. **Explain career gaps if needed**
If there's something different about your history, use the letter to show what you learned or gained during that time.