# Cover Letter Checklist

*Most people do not spend enough time working on their cover letter but it is often the first impression that you make with a potential employer. Below are some key things to keep in mind to help you write a cover letter that will get the employer’s attention!*

## FORMAT

- Should not be longer than one page with appropriate font size and margins
- Follows business format and contains your contact information
- Contains accurate employer information and includes an appropriate salutation
- Easy to read and divided into paragraphs of appropriate lengths
- Content within each paragraph is well-organized, flows and easy to follow
- Free of typos, spelling and grammar mistakes – again proofreading is essential!

  * A cover letter is a sample of your writing skills and the quality of your work

## INTRODUCTION

- Customized to the position and organization
- Includes where/how you found out about the position
- Shows interest in the position and captures the employer’s attention
- Highlights key strengths/assets that you would bring to the position and organization

## MIDDLE PARAGRAPH(S)

- Middle paragraphs support the key strengths highlighted in the introduction; any skills, knowledge and attributes described in your letter should match the employer’s requirements
- Provides 2-3 strong examples to support your stated strengths (e.g. if leadership skills is important provide an example that clearly demonstrates your strong leadership skills)
- Includes an appropriate amount of detail in examples to illustrate relevant skills and attributes
- Shows fit with the organization (can also be done in opening and/or closing paragraph) – do your homework and be sure to research the organization

## CLOSING

- Can reiterate interest in and fit with the position and/or organization
- Thanks the employer and requests next steps with confidence; could also include contact info.
- Includes an appropriate closing salutation and signs the cover letter

Need more information on the cover letter? Go to the [Prepare content](#) section of the Toolkit.