



CAREER BOUND SUCCESS, INC.

Leaving a Memorable Impression in Your Cover Letter

When you are applying for a job, do you tailor your cover letter to the specific company . . . or do you just send out a generic cover letter?

A well-written cover letter will entice recruiters to read through your resume and possibly call you for an interview. Therefore, it is crucial for you to tailor the cover letter to each company/position to emphasize what you can contribute to the company that no one else can.

We focused this newsletter on how to write effective cover letters to maximize your opportunities to land interviews.

Top 5 Cover Letter Tips

A cover letter is often the first document that a recruiter/hiring manager will see, so it is the first impression that you will make.

To make a lasting impression, it is essential that the cover letter not only introduce you and your resume, but also explain and show how your experience/skills will add value to the company.

To write an effective cover letter:

1. Organize the letter - your cover letter should be a single page written in a business letter format: header (your address, date, employer's address), introductory paragraph, middle paragraph explaining your experience, and conclusion

Job Search Strategies

Discover your competitive advantage by collaborating with Arlene Newman, President of Career Bound Success, and her team. We work with professionals, alumni, and college students providing them with skills to successfully land jobs!

With more than 20 years of Human Resources experience, we coach clients on resumes, interviewing, networking, personal branding, and negotiating competitive salaries.

Jump Start Your Job Search

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2. Attract employer's interest immediately - use the first paragraph to introduce yourself, the purpose of the letter, and if you have been referred, name the mutual acquaintance

3. Tailor each cover letter - assess how the employer's needs align with your skills, relate your experience/skills to job requirements and how you can add value to the company

4. Demonstrate your knowledge of the organization - research the company and show your knowledge by including specific aspects of the company/position

5. Use a clear writing style - avoid long and complex sentences and paragraphs and use strong action verbs to convey confidence and enthusiasm

Remember, great cover letters will increase your chances of getting interviews!

To learn more about other job search skills...[more](#)

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