

Cover Letter Do's and Don'ts

DO:

- Briefly demonstrate to the employer that you are familiar with the position's responsibilities and the employer's organization
- Personalize the cover letter by relating your desire for the job to your personal experience
- Illustrate your qualifications with examples by providing specific achievements that can aid in the advancement of the organization's agenda
- Send the letter to a specific person using their first and last name along with any professional titles (Doctor, Professor, Mr. or Ms.)
- When in doubt, address the letter to "Dear Hiring Manager:"
- If a specific person alerted you to the job opening, include that person's name and professional affiliation (i.e. Professor John Dun of UC Merced's School of Engineering suggested that I should contact you about your Sanitary Engineering opening.)

DON'T:

- Repeat your resume
- Send the same generic cover letter for every job
- Write more than one page
- Use the exact wording in the job description for your skills