

Cover letter strategies

Concisely, your cover letter should say, "I'm the right person for the job. I have unique skills and experience that will help your company right away. " The accompanying resume should then prove your case.

Put another way, the cover letter is the advertisement for your resume. It should demand attention and arouse enough curiosity in the mind of the reader to ensure that your resume is read thoroughly.

Six things you must do in your cover letter

To get your resume read, and to get that job interview, your cover letter must do the following:

1. The main theme of your cover letter should convey, "I'm excited about the possibility of bringing my skills and expertise to work for you."
2. Focus on the needs of the employer and how you can contribute to the company
3. Briefly state your best qualifications AND related achievements.
4. Politely state that you will be calling within a few days to answer any questions and schedule an in-person interview.
5. Keep your letter short and focused.

Four mistakes to avoid

1. Start with a bang, like this: "I'm applying for the position of Caretaker at the Troy location of White Tower Apartments, as advertised in the Daily Tribune."
2. Avoid statements like, "I seek a position where my skills will be utilized and recognized with further advancement."
3. Never, EVER mention salary instead at the bottom of the letter say, "My salary requirements are negotiable".
4. Never mention why you left a previous job. Prepare your answers for any hard questions about your employment history ... then save them for the job interview.