

Crafting a Compelling Cover Letter *Making First Impressions Count*

Your cover letter creates your first impression to a potential employer. Consider your cover letter an appetizer - providing just enough information to pique the hiring manager's interest to want to review your resume in depth.

When crafting your cover letter, keep these points in mind:

1. The cover letter should be personalized to reflect the job posting. Take time to do a little research on the company. Review the job posting carefully. Identify the skills and requirements of the job and describe how your experience matches it. Be honest in describing your abilities. If it isn't a match, move on to the next job posting.
2. Describe why you would be a good fit. Why do you want to work at this company?
3. Politely ask for follow up. "Thank you for your consideration. I would like the opportunity to meet with you to discuss the position and my qualifications. I look forward to hearing from you soon". Expressing your desire to move forward is one way to make a good impression.