

## **Guidelines for Cover Letters**

1. Never mail a resume without a cover letter.
2. Address by name and title of the individual with the power to hire you, if at all possible.
3. Plan your letter before you write it.
4. Adapt the letter carefully to conditions of the job opportunity.
5. Open with an idea that captures the attention of the prospective employer so that the letter and resume are considered worth reading.
6. Highlight and draw attention to the points in your resume that uniquely qualify you for the position.
7. If you are unsure what jobs are available, include one or more questions in the cover letter that require a response—this precludes a form letter reply.
8. Close your letter with a request for an interview.
9. Avoid jargon and trite language.
10. Use good quality stationery and have the letter typed in a professional manner—never use form letters.
11. Finally, special attention should be given to grammar, spelling, and neatness. The cover letter should represent your very best efforts. It may be beneficial to have a friend, relative, or member of the IST Career Solutions staff review your letter prior to sending it to an employer.