



Cover Letter Checklist

Layout & Format

Does your cover letter header match your résumé header?

Is your cover letter appropriate in length, (i.e. no more than one page)?

Did you address the resume appropriately? Date, Mr./Ms./Dr. First Name Last Name, Company Name, Address, City, State, Zip code

Introductory Paragraph

Did you personalize your opening line (and continued paragraph) to the specific role and company?

Did you articulate why you are interested in the position?

Do not be afraid to mention the name of mutual friends/family/acquaintances, recruiters, if appropriate (and after asking the person for permission).

For Example: I met Sara Thomas at the Fall Career Fair at the University of Central Missouri. After several conversations over LinkedIn, she encouraged me to apply for this position.

Body Paragraph(s)

Did you explain why you're passionate about the specific job and industry?

Did you discuss your qualifications relative to the job and organization for which you are applying? Use the job description to help you identify the most important skills and assets to highlight in your cover letter.

Did you mention specific experiences from your past that are relative to the job for which you are applying? These are evidence to show the skills and abilities you have, the impact you can contribute.

Did you emphasize what you have done (school, work experience, leadership, activities, honors, etc.) relative to that which you are applying?

Did you make sure to elaborate on experiences that you weren't able to on your résumé?

Content

Did you emphasize what makes you the top candidate for the position?

Did you articulate what specific knowledge, skills, or abilities you possess that will benefit the company?

Did you showcase your enthusiasm and knowledge of the company/position?

Did you showcase your personality in an intriguing and professional manner?

Did you show your interest in the organization's values, purpose, mission and reputation?
Make sure to illustrate how your attributes mirror the organization's culture.

Closing Paragraph

Did you specifically ask them for an interview opportunity?

Did you include your phone number, email address, or ways in which they can contact you if they have any questions?

Did you thank them for taking the time to read your letter?

Did you sign the document at the end of the letter, with a typed version of your name to follow?

Final Review

Make sure you didn't just restate your resume in your cover letter, provide examples of how you demonstrated your marketable skills in your work.

Add some numbers to add value to your work "I trained eight people," or "I crafted communication for a company with over 200 individuals"?

Make sure to proofread for any grammatical and punctuation errors.

Make sure to have someone look over your cover letter for a second opinion.
(Writing Center, Career Services)

Tips & Tricks

- Focus less on what you expect from the company, and more on what benefits you will provide that company
- Know someone at the company? Mention them!
- Be genuine; be yourself!
- Show excitement and enthusiasm in your cover letter to show them you are passionate and thrilled for this opportunity
- Your cover letter is a way companies evaluate your written communication skills
- This is your opportunity to humanize your application and stand out; tell your story!