THE IMPORTANCE OF THE COVER LETTER

Why a Resume is not Enough

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Five Reasons for Sending a Cover Letter with your Resume

1) You’ll increase your chances of grabbing the employer’s attention.
2) Your letter can highlight aspects of your resume.
3) It gives you a chance to start what could be the best conversation of your career.
4) Your letter is probably your first opportunity to make a personable impression.
5) You can directly ask for a job interview (Ireland, 48).
Catch an Interview with Your Cover Letter

1) “Casting the Line.” (Who is the hiring manager?)
2) “The Hook.” (Get the reader’s attention.)
3) “The Line.” (The sales pitch.)
4) “The Sinker.” (Close the deal.)
# Cover Letter Do’s and Don’ts

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<thead>
<tr>
<th><strong>Do</strong></th>
<th><strong>Don’t</strong></th>
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<tbody>
<tr>
<td>~Mention how you heard about the position</td>
<td>~Forget to run spell check</td>
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<td>~Mention the title of the position</td>
<td>~Use “canned” phrases</td>
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<td>~Include the job number</td>
<td>~Forget to sign your letter</td>
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<td>~Use action verbs</td>
<td>~Repeat your resume</td>
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<td>~Request an interview</td>
<td>~Use negative language</td>
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<td>~Answer the employer’s question: “Why should I hire you?”</td>
<td>~Use a generic letter</td>
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