



COVER LETTER GUIDE



FRANKLIN HARRIS CONSULTING

Helping you define success!

TIPS FOR CREATING AN EFFECTIVE COVER LETTER

- **Personalize Your Introduction:** Address the hiring manager by name; search online if not provided.
- **Express Enthusiasm:** Start with your excitement about the role; mention something specific about the company.
- **Highlight Relevant Experiences:** Discuss experiences that showcase your qualifications; link them to the job description.
- **Mention a Key Achievement:** Include at least one major accomplishment that demonstrates your skills.
- **Connect Skills to Company Goals:** Show how your skills can help achieve the company's objectives.
- **Show Passion and Personality:** Let your personality shine to demonstrate cultural fit.
- **Close with a Call to Action:** Thank the manager and express eagerness for an interview.
- **Professional Formatting:** Use a clean layout, professional font, and ensure contact information is correct.