



SPECIALIZING IN SKILLED TRADES RECRUITMENT

B & M Cover Letter Tips

Try not to address your letter "Dear Sir or Madam" or "To Whom It May Concern"; find out who will be receiving the applications, usually a Human Resources Manager/Advisor, and address the letter to him/her

Check your spelling and grammar and proof read it over and over again; use a word-processing package with built-in spell-checking and ask a friend to check it too.

Never write the cover letter by hand; word-process it and get it laser printed (or print on the best mode possible using an ink-jet printer)

Use an active voice and take ownership for your accomplishments, but don't start every sentence with "I"

Send a customized cover letter for every position you are applying for, not a form letter. Form letters will not impress the hiring manager. You must research the company and determine the traits and qualities they are looking for.

Be specific ... saying you are efficient, a team player, or have excellent communication skills is fine, but back it up with specifics from your experiences

Don't just repeat what is on your resume. Take the opportunity to tell the employer what you can do for the company- that is, why you should be hired for this particular position at that particular company.

Keep it brief ... cover letters should be kept to one page, and in general, paragraphs should be kept to four to six lines or so. Full-block format is typically used.

Use special effects (bold, different fonts, colour) sparingly or not at all; keep it professional. A standard font (Arial or Times Roman, 11 or 12 point size) is usually a good idea.

Your cover letter is one of your key marketing documents - make it count!