Get to the interview phase with a specific cover letter. Each job you apply to needs to show how your strengths, skills, and goals relate to the role. Help the employer understand what makes you a good fit for their organization when you tell your story.

1. Tell your story
Demonstrate how you have the relevant skills and experience by describing your previous experience and also showcasing your personality. To prepare your cover letter, consider a few of these questions: what interests you in the role? What value do you have to offer? What kind of problem do you want to solve? What kind of impact do you want to have through your work? What are your values and how do they align with the company?

2. Structure your letter
Opening paragraph: genuine, authentic, and tailored expression of interest; state why your skills fit the role and what you can contribute; convey your knowledge about the organization

Second paragraph: your most recent and relevant experience in detail; incorporate results and outcomes

Third paragraph: describe additional or more diverse experiences and skills that complement the role; be clear and descriptive; highlight notable results; give a larger sense of scope to your skills, interests, past experiences and capabilities; relate these experiences back to the role you are applying for

Fourth paragraph: summarize what you know about the company and how you fit in with this organization; request the interview and thank them for reading

3. Focus on key skills or experiences
Your cover letter is the place where you can go into more depth about your experiences. Focus on describing two key skills or experiences and share the actions you took, skills you used, and results you observed. Next, draw connections to the role you are interested in. Link these skills to the role and describe how they will help you to succeed.

4. Be consistent
Use the same contact information header on all of your documents: resume, cover letter, and anything additional. Keep your letter to one page and ensure your document is error-free.

5. Do your research
A job posting is a valuable source of information about the company's values and priorities, the skills and past experiences they're looking for, and the duties of the role. Go further in your research by reviewing the employer's website, their social media channels and the news to get an idea of their current priorities, recent successes and the way they live out their values. This knowledge will help you write your cover letter and resume, and you will stand out from other candidates.
Capturing Your Audience’s Attention
Practice writing an introductory statement for your cover letter. While this statement should be revised for each application, usually it expresses core strengths that you bring to this role. Start by trying to fill in the blanks below, and then write something more unique afterward.

Exercise 1: Fill in the following blanks with your own details.

As a __________________________ with skills in __________________________ and __________________________, and experience __________________________, I’m eager/excited to apply for (position X). The work of your organization aligns closely with my value of __________________________ and interest in __________________________.

Exercise 2: Try to write something in your own style. You can use the same skills, values and interests as above but try to frame the sentences differently. See which one you prefer.

Pro Tip: Convince the employer why they should hire you over another candidate. What makes you unique (e.g. motivations, goals, aspirations) What specific contribution do you want to make? How might you do that?