

WARNING: DO NOT LET THE THOUGHT OF WRITING A COVER LETTER INTIMIDATE YOU

Sending a resume without a cover letter is like giving a gift without a card. The cover letter that accompanies your resume is as important as the way you conduct yourself in a personal job interview. Without a cover letter an employer may think you are not taking their employment opportunity seriously. Often times, an excellent cover letter can be the determining factor in getting an interview with a prospective employer. Employers receive thousands of resumes from job applicants every year, so one way to set your apart from the rest of the pool of candidates is to create a strong and effective cover letter.

The purpose of a cover letter is to communicate to the employer a specific personalized message about your potential value to that organization. A cover letter should describe yourself to the employer and disclose your qualifications and experience, which are not already stated in your resume. Simply answer the primary question asked by every prospective employer: “Why should I consider this job applicant for the position and what value do they offer?”

PS -- Don't forget to use the same type of paper for your cover letter as you used for your resume