



Cover Letters that Land the Job You Want

By Jimmy Sweeney, Author of [Amazing-Cover-Letter-Creator](#), reprinted with permission from www.JobSeekerWeekly.com

Besides an effective resume, the most important thing you should consider when applying for a job is a cover letter. The cover letter is the first contact you will make in the company and this is where the person in charge of hiring or the human resource department will consider inviting you for an interview.

A cover letter is an important marketing tool where you will highlight your qualifications as a potential employee of the particular company you applied to. This is the first thing your employer will read before he or she even considers reading your resume. If your cover letter didn't impress the person in charge in human resources, don't expect him or her to even bother looking at your resume.

Writing a cover letter is perhaps the trickiest letter you will have to write as a job seeker. In the cover letter's body, you should first mention the most important items and support them with facts. Try putting yourself in the reader's position. This way you will have a better understanding on what the reader needs in a cover letter.

After determining the needs, you have to mention your background training, work experience as well as your career highlights and other things that will catch the attention of the person reading it. You should put in data that is useful for your desired position in order to impress your potential employer.

Always remember that you will be the one who will be responsible for whether the employer will invite you for an interview. Making a good cover letter will definitely catch your potential employer's attention.

You should know that companies receive hundreds of letters from your fellow jobseekers. Because of this, you should never expect your potential employer to read a badly written cover letter just to figure out what you can do for their company.



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Here are the things you should consider when writing a cover letter:

- Research companies you are interested in applying to
- Highlight one or two accomplishments
- Be polite, formal and respectful
- Use action verbs and active voice

These are the things you should remember in order to write an effective cover letter. By following this, you will surely have a much greater chance of getting that job you have always wanted.

Jimmy Sweeney is the President of CareerJimmy and author of "[Amazing-Cover-Letter-Creator](#). Get your "instant" cover letters today!