

## 3 must do's!

There is 3 things every cover-letter should include.

### **1. How can you fill the employer's need?**

This might include the job you're applying for or the role you want to play for the company. If someone your reader knows is referring you for the job, this is a good place to mention that. For example, "*So-and-so* suggested I apply for the *such-and-such* job opening in your *such-and-such* department."

### **2. What value do you offer the employer?**

Limit this to just two or three of your very best skills, areas of expertise, or other qualifications. This section of the cover letter is where many people go overboard with way too much info. Keep it short. Stick to just the two or three points you have to make. Then move on to the next paragraph. If you want, you can present your points in bullet point statements to make them more inviting to read.

### **3. What would you like the employer to do next?**

You probably want a phone or in-person job interview. The last paragraph is the place to ask for it — along with a polite "Thank you."