

5 STEPS

FOR CRAFTING YOUR COVER LETTER



1

Identify your audience

Get clear on the industry, company and role you're targeting, so you know who you're aiming to influence with your message.

2

Personalize your letter

Customize your message instead of using the same cover letter for every employer. Express genuine interest in the company and address your letter to a specific person.

3

Understand the pain points

Research the company's goals, performance and current way of operating to show them you have an informed perspective about the challenges and opportunities they face.



4

Be a solution

Share a few success stories of how you've solved similar problems in the past and why you're passionate about your work. Detail the skills, results and measurable outcomes that support your story.

5

Find the right tone & voice

Don't be overly formal or impersonal. Find a tone and voice appropriate for the company culture but be your authentic self.



Need more help?

Check out our step-by-step guide to crafting a cover letter, as well as other career planning resources, at phoenix.edu/blog/career-support/tools-resources.html

