Cover Letter Etiquette

Letters should be:

1. Individually typed on good quality paper.
2. Addressed to an individual along with the correct title.
3. Brief, concise and to the point (never more than one page in length).
4. Written in your own words, in conversational, but professional language.
5. Spelled, punctuated and paragraphed correctly.
6. Slanted toward what you can offer an employer, not toward what they can offer you.
7. Closed with a direct request for some sort of action, normally the scheduling of an interview.

Letters should not be:

1. Stilted in language or phrasing.
2. Gimmicky in an attempt to be original or clever.
3. Repetitive (containing the same exact information as the resume or excessive use of the personal pronoun).
4. Mass produced (or appear to be).