

A cover letter is important because it is a marketing tool. The purpose is to introduce yourself to an employer and state your interest in the organization or a particular position. A cover letter is an opportunity for you to stand out from other applicants and to highlight aspects of your background that are especially relevant to the potential employer:

### Structure

A cover letter can be structured with the following three parts:

- Introduction
- Interest builder
- Next steps

In the introduction, you explain what you are applying for, how you found the opening, and why you are interested in this specific job and organization. The interest builder paragraph provides a description of your work experience and training that qualifies you for this job. You can state the employer's requirements and give your qualifications. The next steps indicates that your resume is enclosed and you would welcome an opportunity to discuss how your background can contribute to the organization.

### Helpful hints

- Research the organization before writing the letter
- Address it to the person responsible for hiring
- Mention up front if someone referred you
- Express your professional accomplishments, skills, and qualities
- Communicate confidence and professionalism
- Be brief - approximately three paragraphs, mirroring the structure above
- Carefully proofread - no spelling errors or typos!