Cover Letter Graphic Guide

**Paragraph layout**
- Why interested in applying? Why you are a good fit?
- Relevant Experience #1
- Relevant Experience #2
- Strong Closing

**Story telling formula**
- Past
- Present
- Future
- Task
- Action
- Result

**To keep in mind**
- Be informed and tailor it
- Be enthusiastic
- Tell your unique story
- Read job description carefully
- Convey your passion

**To also keep in mind**
- Do not repeat resume/CV
- Don’t go over 1-2 pages
- Align your story with job description
- Pick 2-3 specific experiences to go in depth while telling story
- Have a future focused and positive tone overall
- If you have a common connection or have had a previous encounter with the letter reader or their colleague/collaborator, speak of that in the letter

**To keep in mind**
- Use formal letterhead
- Use simple language
- Address to specific person
- Use subject line with job ad
- Leave ample margins
- Use accessible fonts
- Have a digital signature
- Use accessible fonts