

Common Mistakes to AVOID when Creating Your Cover Letter

- ☹ Avoid a cover letter that is poorly organized, confusing, unclear and choppy.
- ☹ Avoid focusing on what you, the candidate, are looking for (i.e., salary, geographic preference, advancement, etc.). Instead, focus on how you, the candidate, can benefit the employer (i.e., what you have to offer).
- ☹ Avoid referencing unrelated career goals.
- ☹ Avoid including information that calls attention to your weaknesses. Avoid using statements such as “Although I have no related experience,...” or “Even though I could not...”.
- ☹ Avoid sending a general or “blanket” form letter to a large number of employers. Design a separate cover letter specific to each company.
- ☹ Avoid including erroneous information about the organization, i.e., misquotes about recent events or information about wrong products. Be sure to verify the accuracy of any company information that you mention in your letter.
- ☹ Avoid listing personal information such as age, weight, height, marital status, race or religion and do not include personal photographs.
- ☹ Avoid stating your personal interests and hobbies. Include personal information only if it directly relates to the type of job you are seeking.
- ☹ Avoid the use of words which may indicate a lack of self-confidence, such as: believe, hope, feel, should, and know.

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ALWAYS be:

- ☺ **Confident!** ☺
- ☺ **Positive!** ☺
- ☺ **Specific!** ☺
- ☺ **Brief and to the Point!** ☺