



KSB Career Services Office

Writing a Compelling Cover Letter





Format

1



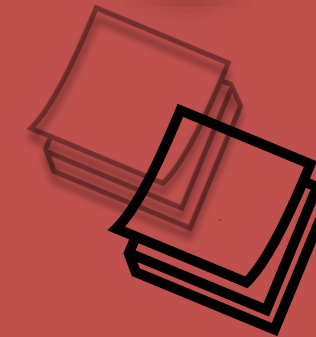
Hook the reader by establishing a connection with the company. This connection should be relatable to the reader, typically the recruiter or hiring manager. Convince them of your motivation, energy, and willingness to learn, showcasing how you can contribute to the team.

Gather specific insights into the role and industry by speaking with at least three industry professionals. For roles involving software products, visit websites to review customer testimonials and reviews, gaining a basic understanding of the product quickly.



2

3



Be purposeful with your information, ensuring each paragraph or sentence serves a clear purpose. Focus on why you are uniquely qualified for the role, highlighting your strengths and enthusiasm. End with a courteous thank you and reiteration of your desire to join the company.



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