



Hi, I'm Bob! I have a little problem, turns out I have to write a cover letter and I don't know how to, can you help me?

LET'S HELP BOB!



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Here are **10 TIPS**
that Bob can use!



TIP N°1

Design your cover letter as if it was a **brochure**, or a **video**, or just the right design, but don't start your cover letter the same way as everyone will

It's a chance for you to present yourself and stand out from the crowd! You should be different, and create something related to the company to capt their attention!

BE

creative

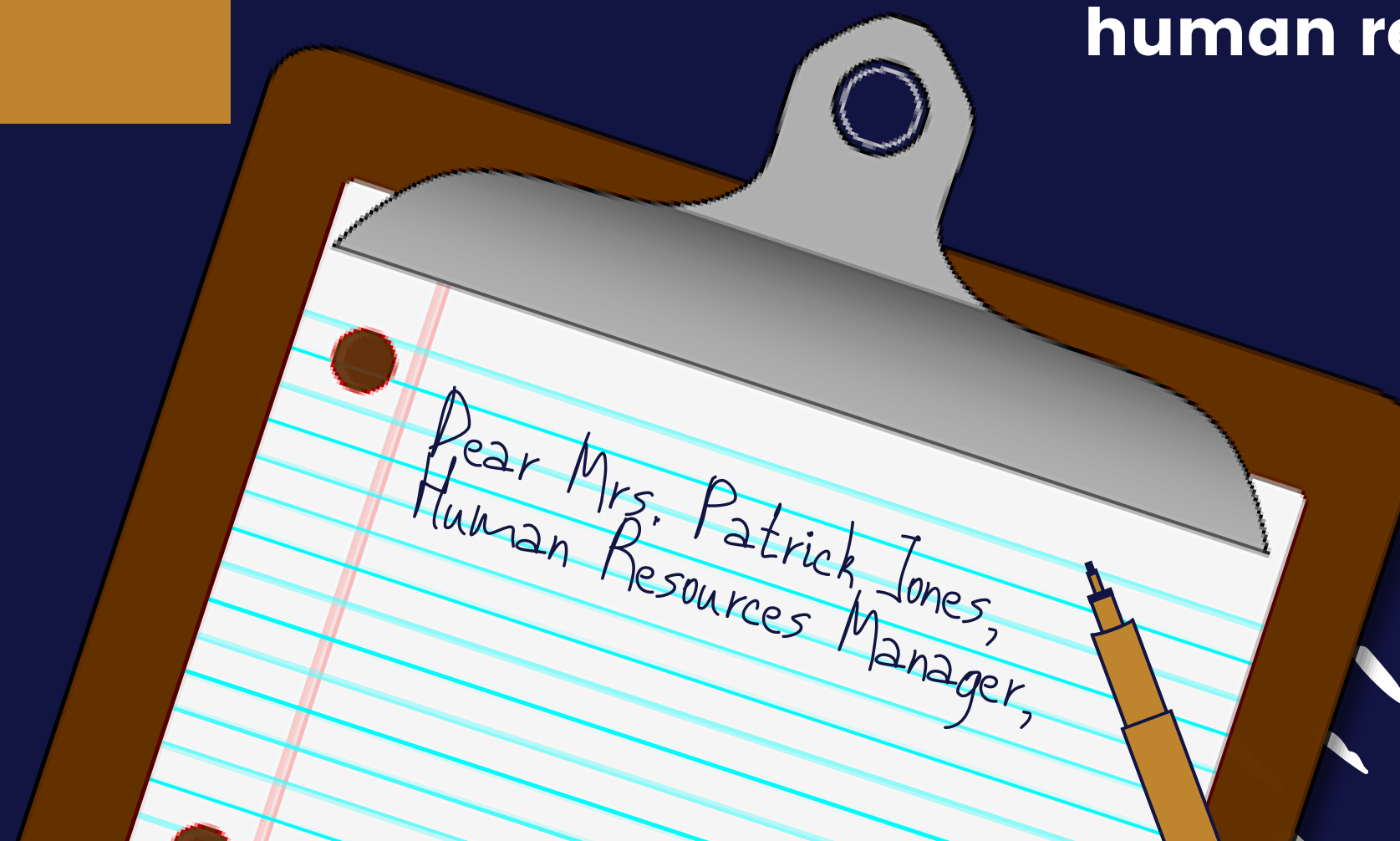


TIP N°2

INCLUDE THE HIRING MANAGER'S NAME!

Include the name of the person you're writing your cover letter to, whether it's the hiring manager or the human resources manager.

In case you don't know who they are, use LinkedIn to find him/her. If you don't have any information, you can address to the job position (e.g., dear human resources manager).



TIP N°3

START WITH THE RIGHT SENTENCE!

The way you choose to start your cover letter is very important to guarantee the attention of the employer.

You can start with a **passion, a conquer, news about the company** that have captured your attention. You can also start with something different, that isn't in your CV (for instance., what you can offer the company).

TIP N°4

work, work, work, work,
work!! and work, work!

Give some **specific examples** of what you've experienced during your professional career (for eg., if you had international experiences, you should talk about it). Choose the ones that will stand out, but please be short in details.

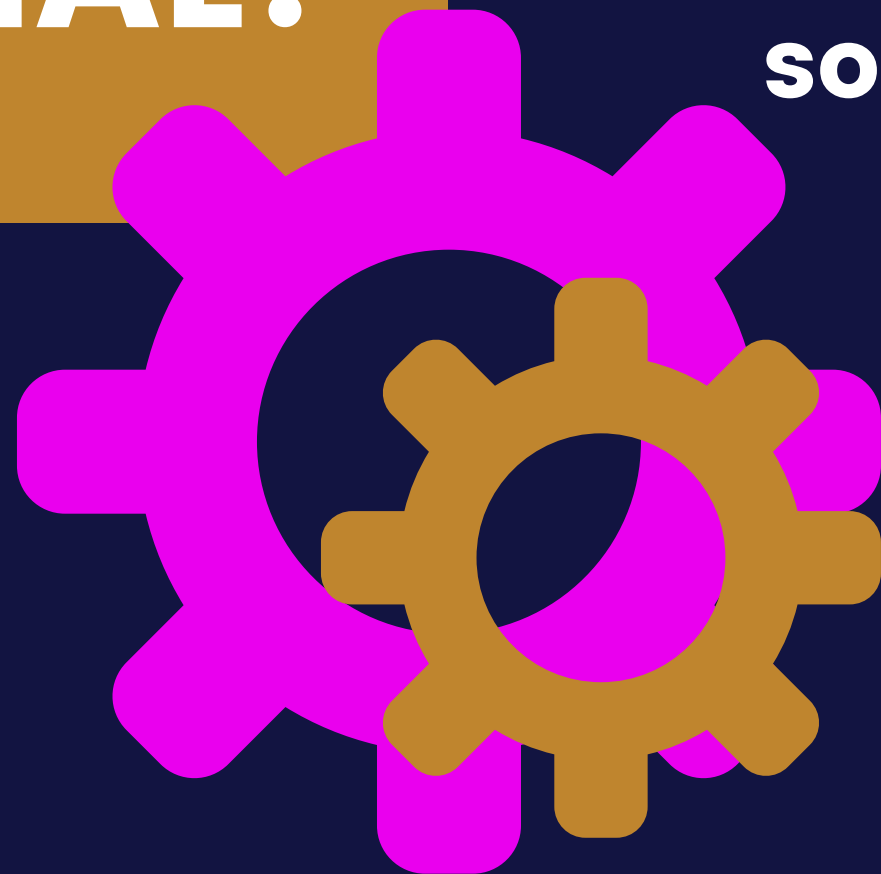
**TALK ABOUT
YOUR
PROFESSIONAL
CAREER!**



TIP N°5

**MAKE IT
PERSONAL!**

In your cover letter, along with your professional skills, you might share a personal experience that is related to the job ad and that showcases some soft skills (eg. Volunteer work).



TIP N°6

— SPECIALS —

It's very important that when mentioning your skills and work experience, don't forget to **match them with the company's mission and the job you're applying to.**

Using the same "language" it's important to create a connection!

**TALK ABOUT
WHAT YOU CAN
OFFER TO THE
COMPANY!**

TIP N°7

**KEEP IT
SIMPLE!**

Make your cover letter simple and objective, don't try to add irrelevant information or it will get boring.

TIP N°8

END WITH THE PERFECT SENTENCE!

The last phrase of your cover letter should reiterate your enthusiasm and seal the deal with the hiring manager. Your ending is what will be remembered, and it should be direct and strong.



TIP N°9

**BE
FEARLESS!**

Don't
BE
AFRAID
TO
Try


**Don't be afraid to express yourself and
get out of your comfort zone.**



TIP N°10

**EDIT YOUR
COVER LETTER
AND REVIEW IT!**

Pay attention to the details, like the design, typing errors and layout of the presentation, for example.





**NOW BOB IS
READY TO START
WORKING ON HIS
COVER LETTER!**

