



10 REASONS COVER LETTERS

MATTER

CLICK/SWIPE FOR MORE



REASON #1

***REVEALS THE
CANDIDATE IS
WILLING TO GO
EXTRA MILE***

Yes please to a candidate with a good work ethic!

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REASON #2

HIGHLIGHTS THE CANDIDATE'S WRITING ABILITY

Most roles have some writing component, even if only emails and chats.

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REASON #3

ADDS CONTEXT TO A RESUME

Cover letters are an avenue to provide additional insight to key projects, awards, or job gaps.

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REASON #4

ALLOWS PERSONALITY TO COME THROUGH

Resumes are bland and impersonal. Humor, professionalism, maturity, and the like can shine in a cover letter.

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REASON #5

PROVIDES ADDITIONAL RATING COMPONENT

A well-crafted hiring process has multiple components for candidate evaluation; the cover letter should be one of those components.

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REASON #6

SUPPORTS INTERVIEW INPUT

A cover letter can confirm assumptions made in the interview. Did an overly slick sales rep also write an overly slick cover letter?

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REASON #7

***DIFFERENTIATES
OTHERWISE
CLOSELY RANKED
CANDIDATES***

Deciding between two solid candidates? Who wrote a cover letter?

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REASON #8

***SHOWCASES
RESEARCH DONE
ON THE
COMPANY/ROLE***

A candidate passionate about the company and role will have done their homework. This is a candidate worth interviewing.

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REASON #9

CONVEYS ALIGNMENT OF CANDIDATE & COMPANY VALUES

Want a candidate that complements the company culture? A cover letter is a great place to start that assessment.

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REASON #10

INDICATES ATTENTION TO DETAIL

Are there typos? Incorrect information included (like the wrong company!)? A cover letter can reveal a candidate's attention to detail.

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TAKE 2 MINUTES

READ COVER
LETTERS

THE END