

Purpose of a Cover letter

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What Is the Purpose of a Cover Letter?

Whether you have years of experience or none at all, learning how to write a cover letter that stands out allows you to showcase your skills, enthusiasm, and fit for the role. By tailoring your letter to each position, highlighting your achievements, and maintaining a professional tone, you can create a compelling cover letter that grabs attention.

This is especially important in rural and remote job markets, where employers may not meet you in person. Your cover letter becomes a key way to demonstrate your communication skills, professionalism, and ability to work independently.

Not all employers require a cover letter, but it can be a strong advantage in helping your application stand out. Unlike a resume, which lists your qualifications in a structured format, a cover letter lets you showcase your personality and professional voice. Think of it as a sales pitch to the hiring manager where you explain why you are the right fit.

The purpose of a cover letter is to:

- Entice the employer to read your resume or application
- Match your qualifications to the job and employer
- Describe how your talents will benefit the company
- Target your skills to a specific employer
- Ask for a job interview

Statistics show that even in today's hiring environment, cover letters still matter. Many hiring managers say they read them and use them to help make interview decisions.