

FIRST NAME LAST NAME

youremail@switchmentality.ca | 416-018-0000 | <https://ca.linkedin.com/in/yourURL>

[Date]

[Recipient name]

[Title]

[Company]

[Address]

[City, Province, Postal Code]



Re: [Job Posting Title and ID number if applicable]

Dear [Hiring Manager, Recruitment Team, or ideally, name of person], OR "Greetings,"

In order to ensure a polished and professional image be sure to choose a cover letter template that matches your resume.

Your primary objective is to **present a strong and compelling case for your candidacy**.

Please note that your cover letter should be **no longer than one page**.

Part One – The Opener (Carrot): The opener should be a strong statement of who you are and what you offer as evidenced through your qualifications, achievements, connections and/or a unique story. Your primary objective is to make a strong first impression and attract the reader's attention. Be sure to avoid a generic opening. Your opening should be something that only you can write.

Optional Part – The Connection: You can include a brief mention of your connection to the company – employees you have spoken with, attendance at an info session etc. You can also show evidence of research and insight into the company – their culture, their business goals, their recent successes etc.

Part Two – The Match (Corroboration): This is your opportunity to sell yourself and clearly lay out what you offer with evidence to support it. Use the job description to inform the choice of skills that you will highlight. You may want to consider a bulleted list which is less overwhelming than a big block of text and clearly lays out your top skills/qualifications/experiences.

- **Skill #1:** Provide a specific example/proof of how you have demonstrated that skill. Whenever possible, make it quantifiable and/or evidence based.
- **Skill #2:** Provide a specific example/proof of how you have demonstrated that skill. Whenever possible, make it quantifiable and/or evidence based.
- **Skill #3:** Provide a specific example/proof of how you have demonstrated that skill. Whenever possible, make it quantifiable and/or evidence based.
- **Skill #4:** Provide a specific example/proof of how you have demonstrated that skill. Whenever possible, make it quantifiable and/or evidence based.

Part Three – The Close: The close is the call to action. It includes thanking the employer for their consideration, emphasizing your interest in speaking to them and suggesting possibilities for follow-up.

Sincerely,

[Your Name]