

A Complete Guide on
**WRITING AN
INCREDIBLE
COVER LETTER**

Are you struggling to transform a new document into a cover letter?

Well, we have all been there.

Nevertheless, we wanted to simplify this task for you. Avoid feeling overwhelmed by that empty document and, instead, write your cover letter with this guide in hand. All you need to do is use this resource wisely. Read our tips, answer the questions honestly, and get inspired to write even more. Cover letters are personal, and that is what makes them unique. Do not settle for less than incredible!





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WHY SHOULD YOU HAVE A **COVER LETTER?**

Cover letters are similar to book covers. The function of a book cover is not only to bind all the pages together, but it also evokes interest - in the book's content - when both the visuals and the title are appealing. Your cover letter, just like a book cover, will **wrap up all of your documents.** If it is captivating, our recruiters and clients will want to learn more about you. Standing out is always the way to go when job hunting. Make them want more!

While writing a cover letter, we have to consider both the **text** and the **visuals**. Like we have mentioned numerous times before, a document with a neat format says a lot about its owner. For this reason, we created a writing guide with ideas to customize your cover letter and a few extra tips to showcase your masterfulness.

What do you want to do first?

Start Writing

Start Designing



START WRITING

When working from home, you will find yourself writing tons of short emails and messages to keep your supervisors informed or to request support. Therefore, you must have excellent writing skills, and your cover letter is the **first piece of writing that your potential employer will see**. Demonstrate your ability to express your ideas clearly, but don't stop there.

Try to **showcase your personality, English proficiency, and persuasiveness too**. Let's convince the recruiter you would be a great asset to their company!

After the greetings, you can mention which **job opening you are interested in and present the purpose of your cover letter**. This purpose can be to get the recruiters to know you better, to depict how passionate you are for your profession, etc.





You can address this goal in your text or conceal it in between the lines. Whichever method you prefer, you must have in **mind the objective or objectives of your cover letter to align your information accordingly.**

For example:

To whom it may concern,

I hope you are having a wonderful day and that hopefully, this cover letter will exceed your expectations. It has come to my attention that you have an opening for a virtual assistant. Therefore, I wanted to take this opportunity to introduce myself.

Nevertheless, make room to include a **brief introduction.** Likewise, if you find it relevant, explain how you came across the job offer and why you are interested in it.



With this in mind, it might come in handy to think and elaborate on the answers to the following questions:

- Do you satisfy the **requirements of the job opening** and the company?
- Are you **qualified**?
- What are some positive **personality traits** you possess? When did you **portray** them? - For this one, you can check the **characteristics the company is looking for in an employee**. Then, choose those that match your personality the best.
- What is something you can **bring to the table** while others cannot?
- What do you do to **keep improving** every day?

Finally, toward the closing of your cover letter, remember to be **detail-oriented**. The ending will be responsible for the aftertaste that will linger. It can be sweet, it can be bitter, but this sensation will persist longer in the memory of your readers.





With that said, make sure to leave a good flavor by demonstrating that you are everything you mentioned before. To do this, use an **accurate tone (word choice) and register (formality)**.

For example:

I am beyond excited about working for Job Duck, and I hope you will consider me for the position. I believe that I can be the virtual assistant you require. Moreover, I welcome the opportunity to speak with you about my experience and passion for all aspects of assistance. Thank you for reviewing my application.

Kind regards.

These examples might not match your personality, and that is perfectly okay. We can assure you that what our recruiters want to read in your cover letter is **authenticity**. In other words, don't try to be the person that you think we are looking for, **be the incredible person you are**. We believe that incredibleness comes in all shapes and sizes.



START DESIGNING

Great texts must offer a great reading experience. If you grab a book and you see that the content is a wall of text, unintentionally, your excitement to read the book will decrease. Also, it is essential to **consider the needs of our reader's eyes.** Accordingly, be wise when choosing your typography, the alignment of your paragraphs, the line spacing, and the sizes you are assigning to the elements of your cover letter.

Your text should be an ornament itself. Nevertheless, you can always give a little extra. For this reason, we created the Pinterest board **'COVER LETTER IDEAS.'** As you can see, most of the designs we pinned are merely frames. Since you must meet the needs of your readers, you must make sure they can read the content of your letter without squinting.





Finally, even though you can design your cover letter using Microsoft Word or Google Docs, we recommend you use **online tools** to have more freedom within your design. The following tools allow you to click and drag elements around. Also, since they are popular, you can find multiple tutorials on using them. The tools we recommend are:

CANVA

CRELLO

SNAPPA

Avoid encountering any barriers throughout your creative process. **There is a tool to achieve everything you can imagine and everything you can't.** Also, be witty to demolish these barriers with simple solutions. You can do it!



EXTRA TIPS

- Stay true to your **writing style**.
- Double-check **grammatical rules**.
- Use a **wide variety of vocabulary**. (For this, you can use a thesaurus).
- Re-read the job ad several times to **make sure you meet all of the requirements**.
- **Remain realistic, honest, and have a great attitude** no matter what. A lot of companies keep resumes on file, don't lose hope.

**WE LOOK FORWARD
TO READING
YOUR INCREDIBLE
COVER LETTERS.**

BEST OF LUCK!

