



## Cover Letter Guidelines

Your resume outlines factual pieces of information of your career that an employer needs to evaluate to determine if you have the skills and experience to do the job. As any strong sales professional will tell you, features and attributes do not cause people to make a decision. It is the perceived benefit that they feel they will get from those features and attributes that will steer them in the direction of either saying yes or no to something.

The Protis team is trained extensively in helping employers understand how the features and attributes of our candidates will benefit their organizations. Our professionals spend extensive amounts of time conducting research in their specific industries and niche. The knowledge that is collected allows for them to know what employers really need to see in candidates at any given time, and therefore they know how various skills and experiences of a candidate need to be positioned in the marketplace.

If you are not working with one of our professionals, then your cover letter is your chance to sell benefits! What is a benefit you ask? The answer is anything that will answer the employers' question of, "What is in it for me?"

To help you develop a cover letter that will give you a competitive advantage follow these guidelines:

1. Develop a list of benefits you will bring to the company.
  - o Do you have a unique ability to control costs?
  - o Do you have a unique ability to develop ways to generate revenue?
  - o Do your skills allow for you to solve problems quickly?
  - o Do your project management skills allow for more efficiency?
  - o Have you managed people that have been successful?
2. Develop a list of accomplishments or skills that you have to support the benefits you have developed.
3. Using the lists you have created, develop clear and concise sentences that can eventually be put into a letter. Be sure that you are using action words.
4. Use high quality paper.
5. When you type your letter:
  - o Align the date on the right margin
  - o Align your name and address on the left margin
  - o Align the company's name and address on the left margin under your information
  - o The salutation should be formal and address your contact as Mr./Ms./Mrs. (Last Name)
  - o Use no more than three (3) paragraphs
  - o Align your closing on the left margin

- Be sure that you have equal space between the top and bottom of the letter
6. Always personally sign your letter
  7. Keep your letter to one (1) page
  8. [Click here to go to a cover letter template](#)

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