



Career Assistance

Dos and Don'ts to help you write the perfect cover letter and resume and to help you land the job you want

Cover Letter Tips

DO

- Keep it short and sweet, employers sometimes get hundreds of applications, time is in short supply
- Use standard business letter format including the date, mailing address and your address, otherwise it will be considered unprofessional
- Proofread, grammatical errors and typos are sloppy, the employer likely won't consider your application
- Use examples from your experience to highlight qualifications and responsibilities included in the job posting, unsupported claims are just empty words

DON'T

- Repeat your resume in a few paragraphs, a cover letter is intended to show your interest in the company and show them why you're the best candidate, show them why they should read your resume
- Use the same cover letter for every job, customize your cover letter based on job specifics, generic cover letters say you don't care about this particular job
- Address your letter "To Whom It May Concern", do your research and find the name of the hiring manager this shows you've done your research and are really interested in the job
- Forget to write a cover letter, otherwise you may not be considered for the job no matter your qualifications

Resume Tips

DO

- Have a professional looking resume, no glitzy papers or photos, this is a business document
- Be concise, one or two pages at the most, stay focused on what the employer needs to know about you
- Use industry job titles rather than creative job titles, resume tracking systems may not recognize it and employers may not fully understand them
- Include volunteer experience, especially if it has a direct connection to the job, if not it shows you care about your community

DON'T

- Exaggerate your experience or lie, these things come to light in background checks
- List irrelevant work experience; stay focused on the job you're applying for, if you are applying for jobs in many industries create a resume for each industry.
- Have an unprofessional email address, create a professional sounding email account that uses your name just for job searching
- Forget to proofread and spell check, have a friend look it over as well to make sure you didn't miss anything

Interview Tips

DO

- Greet your interviewer with a firm handshake and a smile
- Bring a presentable copy of your resume
- Research the company and know a little about the person who is interviewing you, check their website
- Send a thank you letter to all the people with whom you have met

DON'T

- Arrive late
- Be critical of past employers
- Wear heavy make-up, cologne or perfumes
- Ask questions for the sake of asking questions, have a few well researched questions prepared before the interview

Top 10 Reasons Why People don't Get Hired

1. Poor personal appearance
2. Lack of interest and enthusiasm: Passive, indecisive and indifferent.
3. Over emphasis on money: interested only in best dollar offer
4. Condemnation of past employers
5. Failure to look at the interviewer when speaking
6. Limp, fishy handshake
7. Unwillingness to travel or relocate to employers' preferences
8. Late for interview
9. Failure to express appreciation for interviewer's time
10. Asks no or poor questions about job