

****Cover Letter Dos:****

1. ****Do personalize your letter**** by addressing it to a specific person.
2. ****Do highlight your relevant skills**** and experiences that match the job description.
3. ****Do keep it concise****--aim for one page.
4. ****Do use a professional tone**** and format.
5. ****Do include a strong opening statement**** to grab attention.

****Cover Letter Don'ts:****

1. ****Don't use a generic greeting**** like "To Whom It May Concern."
2. ****Don't repeat your resume****--instead, provide additional context.
3. ****Don't forget to proofread**** for spelling and grammar errors.
4. ****Don't include irrelevant information**** that doesn't pertain to the job.
5. ****Don't be overly formal or casual****--find the right balance.