



ResumeEdge's Resume Services Team Offers Tips for an Impactful Cover Letter

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The resume writers from ResumeEdge, a Nelnet company and leading online provider of [resume writing services](#), today shared a new resource, "Tips for an Impactful Cover Letter." Hiring managers routinely receive hundreds, perhaps thousands, of responses from applicants for any given job. To land a job in today's marketplace, it's essential to make a great first impression. A persuasive and well-written cover letter is a key to convincing a hiring manager to read an applicant's resume.

Unless otherwise instructed, a cover letter should accompany every resume; it allows job seekers to add value to their marketability. Depending on the type of job posting to which a job seeker is responding, there are generally three types of cover letters: those sent to a specified person (e.g. the hiring manager), those sent in response to a "blind" advertisement (e.g. only a P.O. Box or a job-reference number is provided), and those sent to recruiters. There are subtle nuances to each kind of cover letter, to learn more visit <http://www.resumeedge.com/resume-writing/letters/cover-letter-types/index.php?nav=rc.clc>.

"A cover letter should make a hiring manager crave more information," said Nina Freier, director of ResumeEdge. "Be selective with word choice and overall approach; I highly encourage people to use these tips from our skilled resume writers to ensure success."

- **Pay Attention to Appearance** A resume and cover letter must be aesthetically pleasing and consistent. This would include using the same heading and fonts in each document. Save expensive stationery and hip fonts for writing letters to friends. A professional employment package never sets a casual tone.
- **Set the Stage with a Strong Opening** A vibrant opening paragraph is critical to capture and retain a hiring manager's interest. It should be pared down to essentials for a quick and effective read and should include reference to the position being sought. Job seekers should include a brief statement explaining why they are qualified for the job. Emphasis should be placed on what the applicant can do for the company, while also providing quantifiable proof of what the applicant is bringing to the table.
- **A Vague Salutation can be Detrimental** If possible, use the hiring manager's name in the salutation. If the contact's name isn't provided in the job posting, a bit of Internet research or a well-structured phone call can produce results. In using the contact's name, the cover letter is personalized, while also showing the applicant's interest in the company. A letter addressed to 'Dear Sir or Madam' or worse, 'To Whom It May Concern,' has the same impact as one addressed to 'Dear Occupant.'
- **Bullet Out Accomplishments** Include a bulleted section to emphasize accomplishments pertinent to the position. This technique breaks up daunting, large blocks of text and draws the eye towards the most important part of the [cover letter](#)—what the applicant has to offer.
- **Be Proactive in the Closing** Remember to initiate further action at the end of a cover letter. A proactive closing indicates that the applicant will call within a few days to see if a time can be scheduled to meet. Don't wait for a hiring manager to take that first step and risk losing the opportunity.

For help crafting a resume and cover letter, ResumeEdge, a company that specializes in professional resume services, can help. The certified resume specialists at ResumeEdge embrace the art of resume writing and are instrumental in the connection between hiring professionals and job seekers. To learn more about ResumeEdge's resume writing service, [resume editing services](#) and career resources, visit ResumeEdge.com.

About ResumeEdge

ResumeEdge (<http://www.resumeedge.com>) is the leading provider of resume writing services online and has partnered with Yahoo! HotJobs, CareerJournal and Dice.com. The website and resume writing blog provide industry-leading resources for job

seekers. ResumeEdge's hand-picked team of resume writers specializes in 40 different industries to provide the highest quality resume and cover letter services available. ResumeEdge provides a variety of professional resume services that help job seekers land their dream jobs.

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