Cover Letter Critique Checklist

Formatting

- Is your letter in a standard business-letter format?
- Is it an original letter rather than a mass-produced copy?
- Is it no longer than one page?

Content

- Does your letter have a strong opening paragraph? Communicating your job target and key strengths?
- Did you avoid starting every sentence with “I” or “My” so you can focus more on the employer’s requirement and not your own?
- Have you told the employers what you can do for the company rather than what the company can do for you?
- Did you tailor the letter to the employer showing that you have done research on the organization? Did you demonstrate knowledge of the industry?
- Does your letter sound genuine? Does it reflect your personality and make you seem likeable and approachable?
- Did you leave out everything negative?
- Did you request action? Such as calling to set up an interview or an appointment.
- Did you close with Thank You or Sincerely?