



QUINTESSENTIAL CAREERS™
Your Job Search Starts Here



Cover Letter and Resume Customization Worksheet

Each cover letter you send, and to a slightly lesser extent, each resume, should be customized for the recipient employer. It's OK to start with a "boilerplate" cover letter with some parts that stay the same from letter to letter, but each letter must contain customization points such as those listed below. Print out and complete a copy of this worksheet for each job you apply for to help ensure that you are tailoring your documents specifically to each job and employer.

Recipient Employer: To which employer will you be submitting your resume and cover letter?

Specific Named Individual:

A cover letter *must* be addressed to the specific name of the recipient. It's not always easy to find the name of the specific hiring manager, but try to do so. Try calling the organization and asking who the hiring manager is for a given position. Also read the tips in our article: "Sleuthing Out Hiring Managers Is Key to Job-Search Follow-up" (http://www.quintcareers.com/hiring_managers.html). The worst-case scenario is that your letter will begin "Dear Hiring Manager for [name of position]:"

Below, write the Specific Named Individual to whom you will address your cover letter:

Specific Position: What specific position are you targeting with your resume and cover letter?

Don't list several possible positions or say that you're willing to consider any position. If you do, the employer will see you as unfocused or even desperate.

Specific Qualifications/Requirements: List below the specific qualifications for the position you're applying for.

If you're responding to a want ad/Internet job posting, you should find qualifications listed in it. If you are making a cold-contact with the employer, you may need to research the qualifications, using the resources in our Guide to Researching Companies (http://www.quintcareers.com/researching_companies.html).

Specific Examples: List below specific examples of how you meet the requirements of the position:

Specific benefit to employer: Detail below very specifically how you will meet the employer's needs, solve the employer's problems, or otherwise benefit the hiring company:

Identify more specifics using our other worksheets:

Specific skills: *Transferable Skills Worksheet* (http://www.quintcareers.com/transferable_skills_worksheet.pdf)

Specific keywords: *Keywords Worksheet* (http://www.quintcareers.com/keywords_worksheet.pdf)

Specific knowledge of the employer, specific request for action, and specific description of your planned follow-up action: *Cover Letter Components Worksheet* (http://www.quintcareers.com/cover_letter_components_worksheet.pdf)

Specific accomplishments: *Accomplishments Worksheet* (http://www.quintcareers.com/accomplishments_worksheet.html)

[For college students/new grads] Specific college experiences relevant to the position you seek:

College Experience Worksheet (http://www.quintcareers.com/college_experience_worksheet)

You may wish to list some customization items from our other worksheets below:
