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| **ASPECT** | **DOES YOUR COVER LETTER MEET THE CRITERIA?** | **X /✔** |
| **FORMAT** | | |
| **General look and feel** | Is the page (1 max) well filled without being overcrowded? |  |
| Are margins at least ½ inch on all sides? |  |
| Is your line spacing consistent throughout the letter? |  |
| Are your alignments clean and consistent? |  |
| Does your letter have the same look and feel like your resumé? |  |
| **Font** | Are you using one font throughout the letter? |  |
| Is the smallest font size easy to read (11 or 12)? |  |
| **Spelling** | Have you checked the spelling for *every* name, position title, and official designation? |  |
| Have you used a spell-checking app, like Grammarly? |  |
| Did you proofread your letter, including in printed form? |  |
| **Grammar** | Are all verbs in the right tense? |  |
| Are all sentences complete and grammatically sound? |  |
| **Typography** | Is capitalization used appropriately? |  |
| Is your letter free of punctuation errors? |  |
| **CONTENT** | | |
| **Name and contact information** | Are you using the same header as in your resumé? |  |
| **Date** | Does your letter include a date (as any business letter would)? |  |
| **Contact person** | Does your letter include the contact person’s full name, title, employer, and address? |  |
| **Greetings** | Did you use the appropriate way to address the contact person? |  |
| **Subject line** | **Did you mention the exact position title you are applying for and the competition/reference number (if there is any)?** |  |
| **Opening paragraph** | **Did you specify the reason why you are applying for this position?** |  |
| **Did you make a strong statement about your interest and fit for the position, team, and organization?** |  |
| **Body** | **Did you use the job description as a guide?** |  |
| Did you express how you would benefit the employer if you were hired? |  |
| Did you avoid starting every sentence with “I” or “my” so you focus more on the employer’s needs and requirements? |  |
| Did you demonstrate your expertise by using industry-specific language? |  |
| Is your content unique? Did you avoid copying text from your resumé verbatim? |  |
| Are you focusing on the potential contribution to the team? |  |
| **Closing paragraph** | Did you reiterate your interest for the position? |  |
| Did you provide an easy way for the employer to contact you? |  |
| Did you end your cover letter with a call to action that conveys confidence and passion? |  |
| **Tailoring** | Did you insert the main keywords from the posting? |  |
| Did you remove unnecessary details that are not related at all to the posting? |  |
| **Style** | Is your letter free of unnecessary repetitions? |  |
| Is every sentence fluid and easy to read? |  |
| Is your letter free of jargon, overly regional expressions, and unnecessary/irrelevant/confusing details? |  |
| **ATS optimization** | Did you use a plain font, like Garamond, Calibri or Cambria? |  |
| Have you inserted keywords from the posting and/relevant to the industry? |  |
| Have you written out all acronyms? |  |
| Is your letter free of tables, text boxes and other “fancy” formatting features? |  |