

Cover Letter Success Guide

Why a Cover Letter Matters

A resume highlights your qualifications.

A cover letter explains **why you're the right person for this opportunity.**

It gives employers insight into your enthusiasm, communication skills, and career goals.

When thoughtfully written, a cover letter can set you apart from other qualified candidates.

Structure

Introduction

Professional Summary

Why You're Interested

Why You're Qualified

Closing

Professional Signature

Sample Opening

Dear Hiring Manager,

I am excited to apply for the Claims Supervisor position with ABC Health Plan. With over 12 years of healthcare claims leadership experience, I have developed a strong passion for improving operational performance, mentoring high-performing teams, and delivering exceptional service to members and providers.

Common Mistakes

- ✗ Generic letters
 - ✗ Addressing the wrong company
 - ✗ Repeating the resume word-for-word
 - ✗ Making it too long
 - ✗ Spelling mistakes
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The Four-Part Formula

1. Opening

Introduce yourself.

Mention the position.

Express enthusiasm.

2. Why You

Highlight:

Experience

Skills

Accomplishments

Leadership

3. Why Them

Explain why you're interested in **their organization**, not just any job.

This shows you've done your research.

4. Closing

Reaffirm your interest.

Thank the employer.

Invite further conversation.

Cover Letter Checklist

- ☐ Personalized to the employer
- ☐ Position title correct
- ☐ Company name verified
- ☐ Professional tone
- ☐ Grammar checked
- ☐ One page or less
- ☐ Strong closing

A great cover letter doesn't repeat your resume. It tells your story, highlights your value, and explains why you're excited about the opportunity.

Disclaimer

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