A good cover letter should contain all information about you that your resume is not able to convey to the recipient. These information are the ones that will help you become more qualified for the job that you are applying for than your competitors.

There are three things that you should consider when writing a cover letter and these are:

* A cover letter should not exceed one page so make sure that every word counts and that they all aim to prove that you are the best candidate for the position.
* Do not tell lies nor become boastful of your experience and skills. Being too overbearing has its costs and you do not want this wrong move to cost you a potential job.
* Establish an identity that is different and unique and will make your cover letter stand out from the rest.

The cover letter is usually the first document that recruiters read; hence, it is the most important letter document when applying for a job. It is critical that you optimize this one small page to impress them and in the end, get yourself that well-earned job.