

4 WAYS TO WRITE AN UNFORGETTABLE COVER LETTER OPENER

From the Muse Editor

Your cover letter is the best way to introduce yourself to a hiring manager, but you have an extremely limited amount of space to do it. Start right off the bat with something that grabs your reader's attention.

1.

START WITH PASSION

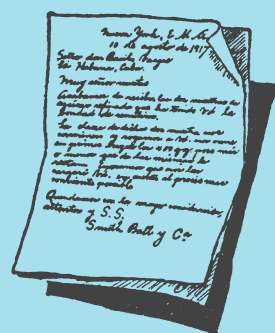


Employers want to hire people who care about what they're doing. If you start your cover letter off talking about your passions and how they relate to the job, you're telling the reader that you'll be an engaged and motivated employee who's likely to stick around.

START WITH ADMIRATION

2.

Companies often want to hire people who already know, love, eat, and sleep their brand. What better to kick off your cover letter than a little flattery? Of course, remember when you're telling a company why you love it to be specific and genuine.



3.

START WITH ACCOMPLISHMENTS



A great way to stand out in your cover letter is to highlight something about yourself—a character trait, an accomplishment, a really impressive skill—that'll quickly show how you stand out.

START WITH HUMOR AND CREATIVITY

4.

Do your homework before trying anything like this—learning everything you can about the company and the hiring manager to gauge whether or not they appreciate some comedic relief or a bit of snark. If they do, it's a great way to make them smile (then call you).



For example openers see the full article at: [The Muse](#)