Best Practices for Writing a Cover Letter

An error in a cover letter is a big deal. Even one error can be the difference between getting an interview and not getting an interview. Here are some best practices to keep in mind when writing the cover letter

It is essential to have no errors (spelling, grammar, punctuation, and formatting). Always have at least one other person review your cover letter.
Cover letters use easy-to-read fonts (such as Times New Roman, Garamond, Arial, Calibri or Helvetica)
Your
resume fit nicely on one page.
Typically, you should have a font size between 10 and 12 with all other text size 14.
Use abbreviations sparingly. Be consistent and choose abbreviations that are commonly used in the industry which you belong.
Always PDF your cover letter before sending electronically to employers. It is more professional and prevents any changes from being made to your cover letter.
Personalize your cover letter with the name of the company and/or position you are applying for.

Print your cover letter on quality paper and use a laser or letter quality printer. White, cream or ivory are appropriate paper color options.
Use key words and well-written sentences points.
Consistency is key. Your cover letter and resume should use the same fonts and have a similar style (margins, spacing, etc).