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To whom it may concern,

Writing a cover letter is an essential part of almost every job application. Not only do you have to make sure it sells your skills and abilities to recruiters, but you also need to do it in a clear and concise manner that ultimately persuades the reader to want to meet you.

Give your cover letter a unique visual format. It can help you stand out from other candidates in a positive way. Just be sure that the unique format you use is appropriate for the company you’re applying to and their industry.

In the next paragraph, you should respond directly to the job description written by the hiring manager. This is also the place to present other relevant information about your characteristics or background that may not be evident from your resume. You might provide the employer with some specific examples of how you've demonstrated particular key skills or how you fulfill the most important qualifications listed in the job announcement.

The last impression is one of the most important. The cover letter has probably already been interesting enough so you will only have to do a little persuasion work. However, always express your wish for feedback. Also, signal your willingness to appear personally in the company for a job interview. If an earlier starting date is also possible for you, this is a plus point that you could attach at the end. This can be particularly helpful if the company wants to fill the position promptly.

Finally, always thank the employer for considering your application.

After you've given your letter a final polish, ask a friend or family member with a strong eye for typos and good grammar, punctuation, and spelling skills to review it. Include a copy of the job posting to make sure you've hit all the right points. Good luck!

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