

Evaluate Your Cover Letter for Consulting

	NOTES	Strong	Middling	Needs Work
Content relevant?		I can start to imagine this person in this job	Talks too much about the firm; needs to talk about what will bring to firm	Seems to have written self to understanding; need to rewrite
Opening paragraph clearly names job and who/how learned of job		Yes, all of this is done	One of these is named but not both	Wrong name of firm; obviously a form letter or none of this done
Middle paragraph highlights two strong experiences		Obvious from clearly written topic sentence	Seems a bit complicated; unsure of outcome	Reader cannot name the two experiences
Middle paragraph experiences are made relevant for the position		Clear that this person understands the job and self	One good connection between skills/experiences and the job	Too much non-relevant research-related jargon
By halfway point in the letter it is clear what value the applicant will provide		Yes, I know what this person will bring to my team	Start to get the idea, but then it gets lost. Does writer know her/his/their value?	Not clear, wonder if the writer understands what consultants do
Closing paragraph gets personal and names professional value briefly		Very clear that this person has self knowledge and self confidence	Some qualifying language	No insight into the writer's personality
Closing paragraph professional closure and signature		This person displays knowledge of using technology and detail	Only typed signature -did not bother to sign/scan or create electronic signature	Signature missing; used too-casual language
Free from spelling errors?		Yes		No
Free from grammatical errors?		Yes		No
All names and references and titles used correctly?		Yes		No