

How to write a great cover letter in 2025

Description

Itâ??s easy to assume the cover letter has gone the way of fax machines and three-page resumes, but it really hasnâ??t. In 2025, this addendum to a job application is still very much alive albeit evolved.

Think of the modern cover letter as less of a formality and more of a personal introduction before the interview happens. The good ones sound like a future colleague pulling up a seat to say, â??Hereâ??s why Iâ??d be great for this team.â?•

Getting the basics right

Bullet points and jargon have their time and place in the spotlight. Rarely these days does that spotlight occur in a cover letter. Too many people get caught up in trying to sound impressive, thinking this will win them favor. However, writing a cover letter in 2025 means shifting your mindset.

This is your opportunity to create a moment of clarity and connection. Itâ??s your space to demonstrate that youâ??ve done your homework on the brand and understand the companyâ??s mission. Even more important, itâ??s your chance to show how you can help to move it forward.

In an age of applicant tracking systems and AI resume scanners, a well-crafted cover letter gives you back your voice. Show a little heart, self-awareness, and just enough specificity to make someone want to meet you.

Itâ??s who you are that makes the difference

Thunderbird School of Global Management states that more than expertiseâ??which should be a givenâ??hiring managers look for soft skills when considering a pool of applicants. These are the qualities that often distinguish one strong candidate from another.

Communication style, adaptability, and your approach to problem-solving are some of the characteristics that matter. Those hiring want to know what kind of person theyâ??re bringing into the team. Are you collaborative? Curious? Calm under pressure?

These traits donâ??t need a bullet list, but should come through naturally in how you tell your story.

The structure that works

Thereâ??s no single formula for a great cover letter, but there is a flow that helps your story land:

Start with a hook

This doesnâ??t have to be overly flashy. A simple line about why youâ??re drawn to the role or company is enough. The goal is to make it feel personal right from the start.

The middle is your moment

Highlight one or two achievements, but frame them around context and impact. Donâ??t rely on lists. If you led a project, mention how your leadership influenced performance and outcome.

Weave in soft skills

And always place them within context. Instead of saying youâ??re adaptable, talk about the time you had to pivot mid-project and what that looked like.

Close with confidence

Show appreciation and excitement for the opportunity to join the team. Thereâ??s no need for an essay. Keep it short, share a natural tone of warmth, and stick to the point.

Remember: Your cover letter is meant to start a conversation, not be a one-sided speech.

Skip the templates and AI

Those in the business of hiring can spot a template and AI intervention a mile away. Theyâ??ve read hundreds if not thousands of â??Iâ??m excited to apply for this positionâ?• and â??I believe Iâ??m a good fit for the roleâ?•.

Stand out by spending extra time on the effort it takes to come across as personable, sincereâ?¦ and human.

Look at the companyâ??s current projects and talk about that in relation to what youâ??ll bring to the team. Read recent press or social media posts for an idea of the companyâ??s tone and culture.

Many times, applicants lose out on job opportunities because theyâ??re not considered a good culture fit. Mirror what they value and use your cover letter to plant the seed that you already belong.

What not to include

These are a few things youâ??ll want to keep out of your cover letter in 2025:

Vague or generic statements: Saying youâ??re a hard worker means nothing without context. Also, itâ??s nothing different from what every other applicant will be saying.

Stiff formality: Avoid phrases that make you sound like a machine instead of a person. Examples include, â??To whom it may concernâ?• and â??Enclosed please findâ?¦â?•.

Donâ??t repeat your resume: This is probably the biggest â??Noâ?• for a cover letter. They have your resume, they donâ??t need another run-through.

In the end, the best cover letters this year will be those that actually feel like someone real sat down to write them. Try hard to connect instead of impress, and youâ??re sure to enhance the end result.

Be clear, be kind, and above all, be yourself. The right team will instantly recognize the value in that.

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Date
11/24/2026
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