



Unlocking Opportunities:

a Cover Letter Resource Guide for Gunsmiths

Cover Letters

Writing a cover letter is an essential part of the job application process. While the resume provides a summary of your qualifications and experiences, a cover letter allows you to personalize your application and effectively communicate your interest in the position. To help you craft a compelling cover letter that makes a strong impression, here is an in-depth guide on how to best write a cover letter for a job.

Showcase your Personality:

A well-written cover letter can beautifully complement your resume by allowing you to express your enthusiasm, passion, and unique attributes that cannot be fully captured in bullet points. When writing your cover letter, remember to:

- **Start with a compelling introduction:** Begin your cover letter with a captivating introductory paragraph that states your interest in the position and reflects your enthusiasm and passion for the industry or company. This can be done by sharing a short personal anecdote or a unique perspective.
- **Use a conversational tone:** Write your cover letter in a professional yet conversational tone. Avoid using overly formal language, try to sound authentic and natural. This helps to portray your personality and makes a personal connection with the reader.
- **Highlight relevant personal qualities:** Identify a few key personal qualities that make you unique and align with the requirements of the position. These can include strengths such as creativity, adaptability, leadership, or problem-solving skills. Provide concrete examples of how you have demonstrated these qualities in past experiences.
- **Tell a story:** Instead of simply listing your achievements or skills, incorporate a short story or experience that demonstrates your personality traits. For example, instead of "excellent communication skills," talk about a time when you successfully resolved conflicts within your team by effectively communicating and building strong relationships.
- **Show passion and enthusiasm:** Express your genuine interest in the company and the role by highlighting specific aspects that resonate with you. This can include mentioning particular projects the company has worked on or explaining how your values align.
- **Let your voice shine through:** Infuse your cover letter with your unique writing style and voice. Avoid using clichés or generic phrases, and instead, write in your own words. This will help your personality shine through and make your cover letter more memorable.
- **Keep it professional:** While showcasing, it's essential to maintain professionalism. Avoid oversharing personal information or getting too casual in your tone. Strike a balance to ensure that your cover letter is both engaging and appropriate for a professional setting.

Remember, the goal is to strike a balance between showcasing your personality and maintaining professionalism. Your cover letter should leave a positive and lasting impression on the hiring manager, giving them a glimpse of who you are as a person and why you are the right fit for the position.

It should go without saying, but make sure to proofread, proofread, proofread! All it takes is one typo to send the wrong message to a hiring manager or committee.

No two jobs are the same—cover letters are the same way. To stand out as a qualified candidate, curate each of your cover letters to a specific job posting.

All cover letters start with a **Header** that includes your contact info.

A **Greeting** is the first chance you have to differentiate yourself from other applicants. Research the name of the hiring manager to show that you have put thought and effort into the letter.

Relate to the hiring company's **Values**. Reflect on the company's mission and align your goals with their work.

Lastly, add a **Closing** and **Signature**.

JONATHAN PATTERSON

ASPRING GUNSMITH/FIREARMS MANUFACTURER

DEAR [HIRING MANAGER],

I am writing to apply for the gunsmith position advertised on [job board or website]. With a passion for firearms and a strong technical background, I am excited to contribute my skills and expertise to your esteemed establishment.

I have always been fascinated by firearms and have an extensive knowledge of their mechanics and functionality. This passion has led me to pursue a career as a gunsmith, where I can combine my technical proficiency with my enthusiasm for firearms. Whether it involves repairs, modifications, or customizations, I strive to provide the highest level of craftsmanship and attention to detail in every project.

In terms of my experience, I have a solid foundation. I completed the Advanced Gunsmithing Program with MGS Trade School. This program equipped me with the necessary skills to perform a wide range of services, including diagnosing and repairing firearms, performing firearm safety and function tests, and customizing firearms to meet individual needs.

With MGS' knowledge, I gained hands-on experience working as a gunsmith at ABC Gun Repair. During my time there, I honed my skills in firearm repair, maintenance, and customer service. I have had the opportunity to work on various types of firearms, including rifles, shotguns, and handguns, and have developed a keen eye for detail when it comes to diagnosing and addressing issues.

I am confident in my ability to consistently deliver high-quality work and exceptional customer service. I possess excellent customization, woodworking, cerakoting, and modification skills. I can also work efficiently in a fast-paced environment, such as Xtreme Guncraft. I am also familiar with industry regulations and safety protocols and am committed to upholding standards of safety and compliance.

I am impressed by the reputation of Xtreme Guncraft and the clientele it serves. I've read about the company and how recent expansions have helped you provide for the community—an important aspect of who I am as a person. My knowledge, experience, and dedication to serving others make me a strong fit for your team. I am eager to contribute my expertise to the success and growth of your establishment.

Thank you for considering my application. I have attached my resume for your review, which provides further details regarding my skills and qualifications. I look forward to the opportunity to discuss how I can contribute to your team further.

Please feel free to contact me at 123-456-7890 or gunsmith@reallygreatsite.com to schedule an interview. Thank you for your time and consideration.

Sincerely,



JONATHAN PATTERSON

The first paragraph, or **Introduction**, should include the title of the job you are applying for, how you heard about the position, and why you are excited for the job's prospects.

After the intro, focus on your history and **Qualifications**. Provide more details about the information disclosed on your resume, and how the experiences specifically apply to the job.

The **Call to Action** is the final paragraph, summarizing your interest and desired next steps in the hiring process.

Note the simple, sans-serif font and formatting. Each paragraph has a main topic, and the content flows from one talking point to the next. Treat your cover letter as a conversation—with genuine and sincere interest!

Demonstrate Your Company Knowledge:

A cover letter provides an opportunity for you to demonstrate your understanding of the company and the specific role you are applying for. By tailoring your letter to the organization, you can highlight your genuine interest in the company's mission and how you can contribute to their success. This research-based approach shows your dedication and separates you from candidates who simply send out generic applications.

- **Research the company:** Before drafting your cover letter, thoroughly research the company's history, mission, values, current projects, products/services, and any recent news or accomplishments. Explore their website, social media profiles, blog posts, and press releases to gather key information.
- **Mention the company by name:** Begin your cover letter by addressing the hiring manager and mentioning the company's name specifically. This shows a personal touch and that you have targeted this particular company for a reason.
- **Reference the company's achievements:** Highlight any notable achievements or milestones the company has reached in recent years. This demonstrates that you are up-to-date with the company's progress and shows your enthusiasm for their success.
- **Align your skills and experiences:** Match your unique qualifications, skills, and experiences to the specific needs of the company. Use keywords and phrases in your cover letter that reflect the company's job requirements and demonstrate how your background fits their needs.
- **Connect with the company culture:** Showcase your understanding of the company's culture by mentioning their core values, work environment, or company initiatives that align with your own values and goals. This indicates that you have the necessary skills and genuine interest in being a part of their team.
- **Draw on past experiences:** Find ways to relate your past experiences to the company's industry or specific projects they have undertaken. Use specific examples and accomplishments that demonstrate your knowledge of their field and how you can contribute to their success.
- **Personalize your letter:** Tailor your cover letter to each company individually. Avoid using generic statements or templates. Instead, make specific references to the company's products, services, or recent news that piqued your interest. This shows that you have put effort into crafting a unique letter for them.
- **Be confident and enthusiastic:** Throughout your cover letter, convey your excitement and passion for the company. Let them know why you are genuinely interested in working for them and how your skills and knowledge can contribute to their growth.

Remember to keep your cover letter concise and well-organized, focusing on the most relevant aspects of your company knowledge. By effectively demonstrating your understanding of the company in your cover letter, you will increase your chances of standing out as a qualified candidate.

Address Potential Gaps or Concerns:

A cover letter allows you to address any gaps in your employment history or potential concerns a hiring manager may have about your qualifications. It gives you the chance to explain any career changes, extended periods of unemployment, or a lack of specific experience. The cover letter allows you to proactively address these issues and highlight your transferable skills or reasons why you are still the best candidate for the position.

- **Identify the gaps or concerns:** Begin by identifying the potential gaps or concerns that you anticipate might raise questions or doubts in the employer's mind. Examples could include employment gaps, a career change, lack of certain qualifications, or a decline in previous performance.
- **Explain the situation briefly:** Once you've identified the concerns, provide a concise explanation of the situation surrounding those gaps. For instance, you could mention that you took a break from work to pursue further education, personal development, or caregiving responsibilities.
- **Emphasize transferable skills or experiences:** Highlight the skills, experiences, or achievements gained during the gap period that relate to the role you're applying for. For instance, if you were freelancing or volunteering, emphasize how these activities helped you develop relevant skills and stay engaged in your field.
- **Showcase a growth mindset:** Demonstrate your willingness and enthusiasm to bridge any potential gaps through a growth mindset. Explain specifically how you have worked to address those gaps during the period or how you have a plan to acquire the necessary skills or knowledge.
- **Highlight relevant achievements and skills :** Shift the focus towards your accomplishments and skills that directly align with the job requirements. Highlight specific achievements and experiences that demonstrate your ability to succeed in the role, regardless of any potential gaps.
- **Provide examples or evidence:** Use concrete examples and evidence to back up your claims and demonstrate your capabilities. This could include mentioning specific projects you worked on, metrics you achieved, or commendations you received.
- **Show enthusiasm and passion:** Show genuine enthusiasm for the company and the role you're applying for. Let the employer know why you are specifically interested and why you believe you are a good fit, despite any potential concerns.
- **Offer willingness to learn and adapt:** Express your willingness to learn, adapt, and grow within the company. Emphasize your ability to quickly acquire new skills and adapt to different environments or industries, if applicable.
- **Request an opportunity to discuss further:** Close the cover letter by expressing your interest in further discussing your qualifications and addressing any concerns the employer may have during an interview or a follow-up conversation.

Remember, a cover letter is your chance to proactively address potential gaps or concerns, so be confident in showcasing your value and addressing any reservations the employer may have.

Show Attention to Detail:

A well-crafted cover letter demonstrates that you have taken the time to understand the requirements of the job and have tailored your application accordingly. It shows your attention to detail and willingness to go the extra mile to stand out from other applicants. This ability to customize your application to the specific requirements of the position can greatly impress hiring managers.

- **Be thorough:** Make sure your cover letter is well-structured, concise, and error-free. Give it a thorough proofread for typos, grammatical mistakes, and formatting inconsistencies.
- **Tailor your content:** Show that you have carefully read and understood the job description and requirements. Highlight specific skills, experiences, or accomplishments that directly align with what the employer is looking for.
- **Address the recipient correctly:** Pay attention to the hiring manager's name and title. Address them by their proper name, including a formal salutation, rather than using generic phrases like "To Whom It May Concern."
- **Customize the cover letter:** Avoid using generic templates. Tailor your cover letter to the specific company and position you are applying for. Reference the company's mission, values, recent achievements, or initiatives to demonstrate your genuine interest and attention to detail.
- **Use precise language:** Be explicit when talking about your qualifications and accomplishments. Use specific examples and quantify your achievements whenever possible, such as mentioning specific metrics, percentages, or numbers to support your claims.
- **Show knowledge of the company:** Incorporate relevant information about the company into your cover letter. Highlight specific projects, products, or initiatives that the company has been involved in, and explain how your skills and experiences align with their needs and goals.
- **Proofread multiple times:** After drafting your cover letter, proofread it multiple times to catch any errors or inconsistencies. Read it aloud to ensure the sentences flow smoothly and make sense. Pay attention to small details like punctuation, capitalization, and formatting.
- **Follow instructions:** If the job posting specifies certain requirements for the cover letter, such as including salary expectations or mentioning a specific reference code, make sure to follow those instructions precisely. This shows that you are attentive and detail-oriented.

- **Format consistently:** Pay attention to the font, spacing, margins, and overall visual appearance of your cover letter. Ensure that the formatting is consistent throughout the document. Consider using bullet points or headings to make your information easily scannable.
- **Keep it concise:** Demonstrate your ability to be succinct and to the point. Avoid unnecessary repetition or wordiness in your cover letter. Instead, focus on conveying your qualifications and enthusiasm in a clear and concise manner.

Remember, attention to detail is not only about catching grammatical errors but also about tailoring your content, showing knowledge of the company, and following instructions closely. These tips will help you showcase your attention to detail in your cover letter and increase your chances of making a positive impression on potential employers.

Set Yourself Apart:

In today's highly competitive job market, standing out from the competition is essential. A cover letter gives you an edge by allowing you to highlight your achievements, skills, and experiences that align with the job requirements. It gives you the opportunity to make a strong first impression, showing the hiring manager why you are not just another qualified candidate but the best choice for the role.

- **Personalize your opening:** Start your cover letter with a personalized greeting that addresses the hiring manager by name. This shows that you've done your research and are genuinely interested in the position.
- **Highlight relevant achievements:** Instead of simply rehashing your resume, focus on showcasing your most relevant accomplishments and experiences that align with the job requirements. This will demonstrate why you are a strong candidate for the position.
- **Show enthusiasm and passion:** Express your genuine enthusiasm for the company and the role you're applying to. Explain what specifically excites you about the organization, its mission, or the industry, and how your skills align with their needs.
- **Demonstrate your understanding of the company:** Research the company thoroughly and incorporate your findings into your cover letter. Refer to recent projects, initiatives, or company values to show that you've taken the time to get to know the organization and have a genuine interest in their work.
- **Share unique insights or perspectives:** Use your cover letter as an opportunity to provide additional information that sets you apart from other candidates. Share any unique insights or perspectives you have related to the role or industry, demonstrating your expertise and creativity.
- **Showcase soft skills:** Highlight your soft skills, such as strong communication, problem-solving abilities, leadership, or adaptability, that are particularly relevant to the job. Emphasize how these skills have helped you in previous roles and how they would contribute to your success in the desired position.

- Tell a compelling story: Use a captivating anecdote or personal experience to illustrate your motivation, skills, or achievements. This storytelling approach can make your cover letter more memorable and engaging for the reader.
- Tailor your cover letter to the job description: Customize your letter to directly address the specific requirements, responsibilities, and qualifications mentioned in the job posting. This shows that you've taken the time to understand the role and are genuinely interested in it.
- Avoid generic statements: Steer clear of clichés or generic phrases that don't add any value. Instead, focus on giving concrete examples and specific details that support your qualifications and make your letter more compelling.
- Proofread and revise: Ensure that your cover letter is error-free and well-written. Take the time to proofread and edit your letter to make sure it is polished, professional, and clearly conveys your value to the employer.

Remember, the goal of a cover letter is to stand out from the competition and make a positive impression. By personalizing your letter, showcasing your relevant experiences and skills, and demonstrating your enthusiasm and understanding of the company, you can set yourself apart and increase your chances of getting noticed by employers.

[Sample cover letters can be found on the MGS Career Center page.](#)