



## Cover Letters & CVs

### Tips for writing a good cover letter

A cover letter is your first opportunity to attract the attention of a potential employer. Many candidates submit a resume only for positions, especially when in response to an online ad, and whilst there are differing opinions between HR departments and recruitment companies, it can be agreed that a good cover letter convinces the reader that you are a serious contender, and that your resume is worth reading. A winning cover letter is:

#### **Personalised**

Always ensure you address your letter to the appropriate person, quoting the job title, reference number (if applicable), and where/when you saw the advertisement. Include (in the top right hand corner) the date and your contact details.

#### **Structured**

A good cover letter is concise and uses direct, simple language. It should only be between 3-4 paragraphs in length and no longer than one page.

Begin your cover letter by clearly stating why you are interested in the role and company. Next, demonstrate how your key skills, qualifications and experience can help the business meet its goals. Show how your interests and personal qualities make you the best fit for the job, and close by thanking the reader for considering your application.

#### **Tailored**

A good cover letter is focused on the needs of the employer. It should express how your unique combination of attributes will add real value. Read the job description carefully so that you can match your most relevant skills, qualifications, knowledge and experience to the job description with clear examples to support your statements.



## **Positive**

The tone of your cover letter should be professional, friendly and upbeat. You want to demonstrate that you are enthusiastic about the role and have a positive attitude towards the company. Sell yourself and your skills in a positive way.

## **Professional**

The quality of your cover letter indicates to employers your attention to detail, ability to communicate and your level of professionalism. Ensure the grammar, punctuation and spelling of your letter is of the highest standard. It's a good idea to have it proofread by a friend or family member.

For more information on cover letters, resume writing, interview tips and techniques, networking or career growth and development please contact one of our friendly, dedicated consultants today or check our website for the date of our next free workshop!