

Creating Cover letters

A covering letter (or 'cover' letter) introduces you to an employer, tells them that you are applying for a job, and explains why you think you would be good at it.

The aim of your covering letter is to sell your skills, experience and personal qualities to the employer, to make them want to learn more about you by reading your CV or application form, and then to invite you an interview. So, your cover letter must be interesting and impressive.



- ✓ Don't repeat in the covering letter things that you've said in your application form or CV. Try to use different words and phrases.
- ✓ Whenever you send off a job application, include a covering letter unless the employer tells you not to do so.
- ✓ Don't write your cover letter by hand – always type it.
- ✓ Use the same font as you use for your CV – stick to fonts such as Arial, Geneva, Helvetica, Times New Roman, or Verdana.
- ✓ Tailor your covering letter for each new job you apply for – don't just send out the same letter to every employer.
- ✓ If you don't know the name of the person to send your application to, phone the employer and ask.
- ✓ Your cover letter should fit on one side of A4 paper.
- ✓ Don't use personalised stationery - use only white, A4 paper – the same as you use for your CV. Use a slightly heavier paper of about 90 gms (ask at your local stationers).
- ✓ Leave plenty of white space (empty areas of the page) around the edge of the letter.
- ✓ Print out a copy of the covering letter for your own records.
- ✓ Use short, punchy sentences and action words such as 'achieved', 'managed', 'supervised', 'accomplished', etc.
- ✓ Don't include a photograph – unless the employer has asked for one (eg if you're applying for a job as a model).
- ✓ Always address your cover letter to a named person – not something like 'The Manager'. Call the employer and ask who you should send your application to.
- ✓ Check your covering letter several times on screen and amend it as necessary. Then print it out and check it several times again. Get someone else to check it for you.