

1. PURPOSE OF A COVER LETTER

A cover letter is used to:

- Introduce yourself.
- Mention the role you are applying for.
- Encourage the reader to read your application.
- Finish with a call to action e.g. *'I hope to discuss this further with you at interview'*, or *'I would like to meet to discuss my ideas'*.

2. HOW LONG SHOULD IT BE?

Cover letters should:

- Be a **summary** of your application.
- Be **more than** one paragraph long.
- Kept to one side of A4 paper.

3. MATCH IT TO THE ROLE

Cover letters show you know what the role involves, and the skills/qualities that are required:

- Find out who you need to address it to e.g. *'Dear Sir / Madam'*, *'To whom it may concern'*, *'Dear Miss Ash'*.
- Read the job description and make sure you have identified the **qualities/skills** they are looking for; check that you match them.

4. WHAT TO INCLUDE / SAY

- Include your **contact details** (name & address at the top right hand side).
- The **name of the person** you are applying to (see step 3 for examples).
- The **title of the role** you are applying for.
- A brief summary of how your **skills/experiences match** those in the **job description** (give examples).
- Include a **summary** of why you are right for the role.
- If there is **technical language** in the job description, try and include this.

5. WHAT NOT TO SAY / INCLUDE

Proof read your cover letter and watch out for:

- **Typos:** Check for Spelling, Punctuation and Grammatical errors.
- **Using 'I' too much:** Try not to say *'I believe'*, *'I have'*, *'I am'* - its not about what you have done its about how you can support/carry out the role.
- Talking about what you **don't like doing**.
- **Don't lie about / exaggerate** your skill set or experience. Anything you write will be checked.

6. HOW TO SIGN YOUR LETTER OFF

- **Thank** the person you are writing to for taking the time to read your application & cover letter.
- If you have started your cover letter with *'Dear Sir / Madam'* end it with *'Kind Regards'*.
- You can also use *'Yours Faithfully'* when you don't know who it is you are writing to.
- If you have included their name at the start, e.g. *'Dear Miss Ash'*, end with *'Yours Sincerely.'*
- Sign your name, and then print it underneath.