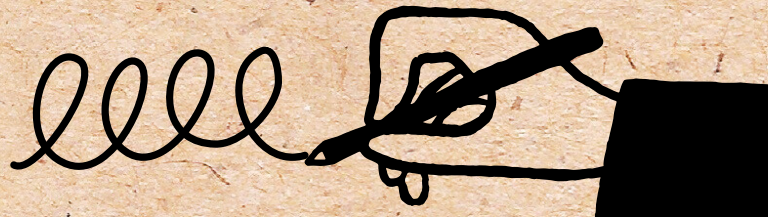


# Cover Letter Guide

## Where do I begin



Starting to write a cover letter will probably appear very daunting. But, a good place to begin is by finding out the addressee, if possible. This is the person to whom you are sending your application to. In the absence of a direct name, the possible alternatives may be:

- Dear Hiring Committee
- Dear Sir/Madam
- To who it may concern

It is essential that you research the role and the organisation, as well as reading the job description. This may initially appear laborious, but once you build a habit or a routine, it will be like second nature - I would know, I wrote like a million and you might too :)

## Key Steps



- Make sure to follow format instructions if available, if not then be basic in your choice
- Be concise
- Use formal business letter layout (we have examples)
- Address and date on top right hand corner
- Check spelling, punctuation, and grammar

## Content

- Start by introducing yourself, current situation and how you heard of the job
- Describe why you are applying, make explicit reference to a product or value of the business - BE ENTHUSIASTIC
- Emphasise why you are a good candidate - here you can refer to the list of qualities from the job description and how you match them, your educational background, experiences etc
- Avoid generalised statements
- Discuss issues of concern if there are any, for example gaps in your CV
- Make sure the letter has a positive undertone



## Top Tips

- Keep it one side of A4, concise, and well structured
- Address to a specific person
- Research job details and company thoroughly
- Be enthusiastic
- Check spelling, punctuation, and grammar
- Most importantly, DON'T GIVE UP :)

