



COVERING LETTERS

So now you've created the perfect CV. It's well-written and concise, and your skill set is bursting. No need to worry about a cover letter then? Wrong.

The purpose of a covering letter is to market yourself and explain why you've sent your CV. Without it, you're essentially sending over a list of specifications without telling them why you truly want that job.

So, to write a successful covering letter the following components are key:

EXPLAIN

Why you are sending the CV.

CONVINCE

Draw in the audience (target your employer) and encourage them to read on.

SELL

Call to attention your best attributes and how they are relevant to that particular role.

TAILOR IT...

- A covering letter should be as personal as possible which means addressing it to a specific individual.
- Don't address it 'To Whom It May Concern.'
- Avoid the temptation to use a generic 'one size fits all' template
- Call the organisation to double check how they would like addressing - after all, every company is different.
- Research the company and see if there is anything relevant you can add in the letter that will reflect their values.

DEMONSTRATE

Your understanding of the role and its requirements: Why should they pick you?

That you're enthusiastic about the job: Show them that you're a positive individual but don't go overboard and make sure you stay realistic.

AVOID

Swirly, eye catching fonts that may be a distraction to the audience.

Repeating your CV as this already lists your skill set and qualifications.