



The *Interview* Company.com

WRITING EFFECTIVE COVER LETTERS

A few facts:

- a) A significant amount of covering letters are not read
So it is important to keep them relatively brief and easy to read
- b) Covering letters are as likely to cost you the job as help you to get it
Be careful what you write. You do not want to damage the impact of a dynamic CV by sending a cover letter with poor attention to detail
- c) Writing to someone rather than something is a good idea
Dear Sir/Madam always has less impact than Dear Mr. Jones or Mrs. Smith
- d) People like to feel important
So treat them with respect and watch the tone of the letter
- e) People like to feel that their company is important
So treat it with respect
- f) People like to know that applicants understand the job to which they are applying
Include relevant details about yourself but leave out information that has no relevance to the position
- g) Bad grammar and spelling are a big deal
Particularly for jobs with large volumes of applications, CVs or cover letters with poor spelling and grammar are often disregarded
- h) Cover letters should not be too long but should say something
Get to the point and make sure that you have one
- i) Cover letters should not be repetition of your CV
An employer can read your CV, a cover letter should support it not repeat it

A cover letter has a few functions:

- 1) To introduce yourself
- 2) It is good manners to provide one
- 3) To give relevant information (such as which role it is that you are applying to)
- 4) It is a further opportunity to sell yourself
- 5) It is an opportunity to point out relevant skills/experience that is not included on your CV



If you consider these functions of a cover letter when writing it, it should be easier to construct.

Example:

Company Address
Your Address
Date
Dear <INSERT NAME OR SIR/MADAM>,
I am writing to you to express my interest in the position of <ENTER JOB TITLE>. I feel that I have a highly suitable background for this role because:
<ul style="list-style-type: none">▪ Reason 1▪ Reason 2▪ Reason 3▪ Reason 4 <these bullets should include information such as experience or skills relevant to the role and in addition to or a summary of your CV>
I have also achieved <ENTER ACHIEVEMENT (such as sales target every month for the last year)>.
I hope that you will consider my application favourably. I enclose my curriculum vitae but if you require any further information please do not hesitate to contact me on <enter phone number>. I look forward to hearing from you and thank you for your consideration with respect to this application.
Yours sincerely/faithfully, <NB: sincerely = if you know the name of the recipient, faithfully = if you don't know the name of the recipient>
<SIGN HERE>
<TYPE YOUR NAME HERE>

For email cover letters it is not advisable to include an attachment of your CV AND an attachment of a cover letter. It is much more effective to use the text of your email as a covering letter and just attach the CV. Other than that, the format above can be used (although change the sign off to 'Regards,' or 'Kind regards,').

About The Author:

The Interview Company.com is an interview and job application advice resource. We provide training on writing CVs and cover letters, interview technique and the whole caveat of ways you can ensure that your CV is seen by a potential employer.

We can also conduct mock interviews; much tougher than a standard HR interview, ensuring that you are well prepared for any situation you might face when applying for a job. For more information please consult our website: www.theinterviewcompany.com or call 0113 2777 583 to speak to an Advice Consultant. We offer competitive and affordable prices from £20.