



Covering Letters – Tips

- Read the job description a few times until you properly understand what the employer is looking for, it may help to print a copy of the job description and highlight all the most important points and key words.
- It's essential to do your research - into both the organisation and the role before starting on your cover letter; this will show you did your homework.
- Write individual cover letters for each job you apply for. It means extra work for you but it's worth it, generic cover letter won't get you anywhere.
- Remind the employer what they are looking for and inform them you are the right person for the role, tell them with examples how you fit the job description.
- Mention any relevant facts, figures or awards the organisation has achieved recently.
- Keep it simple and no longer than one page.
- Close the letter with thanking the reader for their time and tell them that you look forward to meeting them.
- Indicate that you will call to follow up at a later date. This may prompt the reader to give your letter more immediate consideration so they may call you first or will expect your call.
- Employers will decide if you are suitable or not in a matter of seconds.
- Remember writing a good cover letter takes time.
- Your cover letter is a representation of who you were yesterday, who you are today, and what makes you worthy of being in the position you want tomorrow.
- The cover letter is your only real chance to emphasize to employers your enthusiasm/passion for the role at this stage, be sincere and tell your own story.
- Always spell-check your document and ask friends and family members to proof read your letter before sending it to any potential employer.

