

## How to structure a Cover Letter

### Who?

- Always address it to an actual person. Never 'Sir/Madam' or 'To whom it may concern'
- Make sure you have the correct spelling of the person's name

### Introductory Paragraph

- What job are you talking about?
- If somebody has recommended the job to you – say so!
- Use your own writing style and your own 'voice'

### Main Body

- Don't just repeat your CV
- State how you match the job description
- Give specific examples of **how** you are suitable – quantify these examples
- You want this ...? I have this...
- Show them that you understand the job and the company
- Are there specific points/statistics that sell you? You can bullet point these here.
- Guide the reader to areas of your CV that you want to highlight
- You can (as long as it's not too long) include aspects that don't have a place in your CV
- The main point; why should the reader talk to you about this job?

### Closing Paragraph

- Let them know that you will be in touch
  - *"I'm excited by this role, as it compliments my skill set of x, y and z (be specific)."*
  - *"I will be in touch within a few days to follow up my application, thank you for your consideration".*
- Always end the cover letter with something like; *"Please do not hesitate to contact me if you have any queries or you would like to discuss my application further"*