

## How to write a Cover Letter

### Aim

- The cover letter needs to be simple and quick; whilst making them want to read your CV.
- It must be brief, but grab the attention of the reader, demonstrating professionalism, personality and communication skills.
- YOU are the product. Sell yourself.

### DOs

- Ensure the letter is targeted to the specific job, specific company and specific person.
- The letter must get your point across effectively and be easy to read.
- Direct the reader to your CV, encouraging them to read further.
- Specify how **you** can help **them** – give detailed examples
- Be yourself. Get your own style across in the letter.
- Use a generic font (e.g. arial). Make sure there are no typo's or mistakes.
- Proof read the document fully; checking grammar, spelling and punctuation.
- **ALWAYS** have the cover letter as the email message. Everyone reads the email to a certain extent.

### DON'Ts

- The letter must not be too generic. It must be specific.
- Ensure the letter isn't too long – it should be no more than  $\frac{3}{4}$  of an A4 page.
- **NEVER** follow a template. It must be your own words and own style.
- **NEVER** send the cover letter as an attachment.