



Writing an Effective Cover Letter Guide

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Heading

The start of something big

The header of every professional cover letter for a job application should follow the rules of formal business letters and include:

- \rightarrow Your name
- ightarrow Your phone number
- \rightarrow Your email address
- \rightarrow The date

Greeting

Addressing a letter the right way Address the letter directly to the person named on the job ad. If there's no name, or you're applying speculatively, use LinkedIn, Twitter or Facebook to research and find the name of the relevant person.

If you can't identify anyone who would be appropriate, we recommend you simply write 'Dear Hiring Manager' rather than 'To whom it may concern', although this is a personal choice.

In your cover letter also state the job your application is regarding and include the job title and reference number:

RE: Job Title, Reference Number.

Opening paragraph

Hooking the Hiring Manager's attention

Your first paragraph needs to grab the Hiring Manager's attention and hook them in. There are a few ways you can do this:

- \rightarrow Highlight a professional achievement that would be relevant to a goal of the company
- → Demonstrate that you understand the prospective employer's needs and how you can fulfil these
- \rightarrow Base your introduction on your enthusiasm and passion

Make it clear what the company stands to gain from hiring you. You should avoid:

- ightarrow Restating your resume
- \rightarrow Overly focusing on your educational background
- \rightarrow Apologising for missing experience

Perfect , fit

Why you are the perfect fit for the company Carefully read through the position description and understand what skills and experience the employer is looking for. Then, highlight your skills as they relate to these specific requirements of the job ad.

Firstly, show that you're highly qualified in your field based on your current/previous role.

Use the remaining part of your cover letter's second paragraph to expand on how your previous experiences will help your future potential employer achieve their goals.

Company fit

Why the company is the perfect fit for you This is where you expand on why you are excited to work for this specific company.

Explain what you love about their culture, values, projects or career opportunities. This will not only show that you've done your research on the company, but also that you are engaged and dedicated.

Closing paragraph

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The wrap up

The final paragraph should politely prompt the employer to take the next step and ask them contact you to arrange an interview, before thanking them for their time.

This shows that you're eager to meet, while finishing on a positive note.

Signing off

The formal sign off

Sign off the letter with any of the following:

- ightarrow Sincerely
- \rightarrow Kind regards
- ightarrow Regards
- ightarrow Thank you for your consideration

And finish with your full name.

