



The Do's and don'ts when writing a Cover Letter

Do:

- Make sure your letter is addressed to the right person at the right address, and that you spell everything correctly
- Put all your contact details on the cover letter, including address, phone numbers, email address etc. so that the prospective employer can get hold of you to invite you to an interview
- Write or print your cover letter on good quality paper that matches the paper of your CV. Colored paper should be avoided – for best results, stick to good quality, white paper
- Use bullet points where possible – it will be easier and quicker for the reader. You should still include a proper introduction and ending to your letter
- Make your letter bespoke, customized to the employer. Anyone can download a standard cover letter, but personalization shows that you've put in the effort
- Pick out specific traits or skills mentioned in the job advert and demonstrate why you think you're suitable .

Don't:

- Never send your letter to 'Sir' or 'Madam' – find out who the right person is (e.g. department/HR manager) and address to them
- Never send your letter without checking the main body of the text for spelling mistakes, typos, strange grammar, bad punctuation or smudged ink
- Do not Write too much. Your letter should be succinct and to the point; there is no reason to duplicate the details shown in your CV
- Never include negative information such as personality conflicts with previous employers, details of tribunals or adverse comments about your current employer
- Never use long words to impress; if you're using words you wouldn't usually use, then don't bother. Similarly, don't get someone else to write the letter for you