



## ***Preparing your Cover Letter***

A cover letter is the first thing a recruiter will see, so it is essential that a CV is introduced in the best way possible. Although there's no such thing as the "perfect letter" following a basic formula will help make your cover letter a worthy accompaniment to your CV.

Type or write?

Opinion is divided among recruitment experts as to whether a covering letter should be painstakingly handwritten or typed out on a PC. In the times of Internet and Email most of the cover letters are written on a PC.

### **How to write an interesting Cover Letter**

#### **1. Introduction**

Explain why you are writing, making sure it entices them to read on. If you're replying to an advert, say where and when you saw the advert and if there is a reference number, quote it.

#### **2. Second paragraph**

Briefly explain your job and, if applicable, qualifications (professional/academic). Don't give too much away or they may not want to go on and read your CV. If you are replying to an advert, make sure the skills you specified are reflected in your CV.

#### **3. Third paragraph**

Say why they should employ you and why you would be a good employee. Tell the company a little about themselves (e.g. "As the largest publishing company in the North West..."), to demonstrate your knowledge.

#### **4. Fourth paragraph**

Lay down an action plan; say you would like the opportunity to meet them for an interview and you'll await their response, or that you'll call in a few days. You don't have to leave the ball in their court, although be wary of seeming to 'pester'; if you said you're going to call, make sure you do.

### **Use of email**

The key to making an impact when you are emailing an application is to customize it as much as possible to the job for which you are applying.

Generally, the same rules as above apply, but there are three things to remember when you apply by email:

1. Make sure your letter is written in a common font with standard formatting and punctuation. Once it is sent to another computer, the whole presentation of the document may change, so the content has to be especially good.
2. If your cover letter is written in the email body (as opposed to an attachment), make sure you apply the same formalities as you would in a hand-written letter, and perform a spell check before sending.
3. Do remember to attach your CV to the email!