



Top Tips to Cover Letter Writing

Content:

1. Your cover letter is the tool to make you stand out from all the rest, make it special.
2. Don't be afraid to blow your own trumpet, no one else will blow it for you; tell them why you are the perfect candidate for the role.
3. Tailor make your cover letter for each role you apply for, make it relevant not generic.
4. Look at the job spec and try and use the covering letter to highlight how you have the skill set it details.
5. If there is part of the job spec that you do not have, use the cover letter to address that issue. This is likely to be more productive than ignoring the problem and hoping they don't notice.
6. Make sure you address the letter to the right person and company. Try not to address it to Dear Sir/Madam, call the company to get the right name before sending your application.
7. A cover letter can be broken down into sections. Firstly, what role you are applying for and where you saw it advertised; next, why you are the most suitable candidate for the role stating relevant skills and experience; then finally, close the letter off inviting the person to contact you.
8. Your cover letter should include not only what you want to gain from the role but also what you will bring to the company if they hire you.

Style/Design:

9. A cover letter should be no more than one side of A4
10. Check, double check and triple check your spelling and grammar. In a competitive market, employers will use lack of attention to this kind of detail as a reason to reject you. You would be surprised how many applications come with mistakes in them.
11. Don't use text speak.
12. You can include the cover letter as the text in the body of an email
13. Be creative; if you're a designer design your cover letter; if you are applying for a marketing or PR role you could write it as a blog post or press release.
14. Have a look at the company website, if they have staff profiles that are different or interesting, you could make your own version of it as your cover letter.

www.wiredsussex.com/jobs