

Cover Letter Guide

* What do I write?
* How do I set my letter out on the page and have the right format?
* How do I make sure my cover letter sets the right tone?

Are these questions familiar? If your answer is yes, then don’t panic! Why not pick up some advice from our Cover Letter Guide.

**Bread and Butter**

Your cover letter is, in essence, your bread and butter. It’s the only chance you have to let the employer know exactly who you are. It’s just as important as your CV when applying for a job post, especially in the eyes of a wiser and more experienced employer with a sense for spotting talent.

**The Gauntlet**

The gauntlet of job searching is real. Nothing is ever handed to us and a fight must be fought and won against our sometimes hundreds of competitors. That’s not to say your time won’t come elsewhere, but why wouldn’t you want to give the best of your abilities to something if you want it that much? You’ve fought longer and harder than you realise to gain the skills you have, and now, you want that job!

**A Good Impression**

Engage the employer. Introduce yourself formally and briefly outline the intention of the letter is to apply for the post. You don’t want to bore the reader straight away with a load of waffle, so state the post you are applying for and your remarkable talents can then be allowed to shine through.

Allow the reader to build a good idea of who you are. Outline your talent by researching the company, the personal specification for the post and your experiences matching the job specification with your intention to work hard at each and every point.

**Charm is underrated**

Don’t be over bearing or too bland in letting the employer know you are also confident in your ability to complete adaptable tasks the post may ask of you. Flattery goes a long way, however, your interest in the company should be valid and the employer needs to see this. You can also here outline your achievements in past roles and experiences that may benefit other key parts of the company. Ultimately explain why you are the best candidate for the job while being creative.

You can make reference to your CV towards the end of the letter and state it outlines an overview of your work history and key skills and if the employer has any questions on previous posts to kindly contact you and ask.

Take time to thank the reader for your consideration in applying for the post.

**Format**

Personalise the letter to the employer, include their prefix, surname and company address on the left hand side.

Also include your own correspondence to the right and include the date.

You may also title the letter with the post you are applying for before starting your letter.

Sign your letter for that final personal touch.



Facebook: Gweithio Abertawe-Swansea Working

Twitter: @AbertaweWorking

Telephone – 01792 578632