



ESSENTIAL CAREER RESOURCE

GUIDE TO **COVER LETTERS**

INTRODUCTION

COVER LETTERS ARE YOUR OPPORTUNITY TO:



INTRODUCE YOURSELF
to your prospective employer



**EXPAND UPON YOUR
RÉSUMÉ**
highlighting the most relevant
experience



**GIVE AN EXCELLENT
EXAMPLE**
of your writing skills and
attention to detail



**GIVE THE
ORGANISATION A SENSE**
of your passion, ambition and
commitment to their vision



| Writing your Cover Letter

| Sample Cover Letters

COVER LETTER



Before Writing

While Writing

After Writing

BEFORE WRITING YOUR COVER LETTER

STEP 1

FIND A JOB YOU ARE INTERESTED IN

Remember, you don't need to meet all of the requirements of the job in order to apply, as long as you have most of them, and can learn the others quickly.



STEP 2

RESEARCH THE COMPANY AND THE POSITION

Identify the key skills required for the position

Identify the specific skills you have that would make you a good choice for the position
learn the others quickly.



STEP 3

IN YOUR OWN WORDS, ANSWER THESE 2 QUESTIONS:

Why do you want to work for this company?

This is a great way to begin your cover letter.

Why should they hire you?

Prepare 3 clear, concise reasons you would be a good fit for the position. This will be the body of your cover letter.



STEP 4

OUTLINE YOUR COVER LETTER

Using your answers to Step 3, and the Structure on the next page.



EXAMPLE OUTLINE
(COVER LETTER)



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BEFORE WRITING YOUR COVER LETTER: EXAMPLE OUTLINE

OPENING PARAGRAPH:

I'm writing to apply for _____ position. I believe my experience in _____, skills in _____, and passion for ____ would make me a valuable asset to your team.

BODY:

1 example for each of the above, showing the impact or results of your work

EXPERIENCE:

While at [previous company], I had the opportunity to gain experience in exactly the areas outlined in your job description. Most notably...

SKILLS:

What is the #1 skill required for the job? Show them you have it with a specific example.

PASSION:

Most importantly, I am incredible passionate about _____,

CONCLUSION:

Thank you for your consideration. I'd love the opportunity to show you more of what I can offer.



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WHILE WRITING YOUR COVER LETTER

STEP 5

PUT YOURSELF IN THE COMPANY'S SHOES

Demonstrate what you can offer them!



STEP 6

KEEP IT SHORT AND TO THE POINT

Avoid unnecessary words/phrases.



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AFTER WRITING YOUR COVER LETTER

STEP 6

DOUBLE AND TRIPLE CHECK THE SPELLING, PUNCTUATION AND GRAMMAR

Your cover letter must be 100%
error-free!



STEP 7

GET FEEDBACK FROM PEOPLE YOU TRUST

Have someone else proofread
for errors before submitting.



STEP 8

SAVE AND SUBMIT AS PDF

Double check the formatting
after PDF-ing!



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SAMPLE COVER LETTERS



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| Sample Cover Letters