

# HOW DO I WRITE A COVER LETTER?

## What is the purpose of a cover letter?

The purpose of a cover letter is to make sure your resume and job application are read. Job applications are reviewed in seconds by a busy person or a piece of software. In both cases the reader is looking for key words and to if your skills and experience match the criteria outlined in the job they are recruiting for.

Your first task in writing a cover letter is to go through the job advertisement and underline the key words used by the employer or recruiter. Try to use these words in your cover letter so long as you can back up your claims.

## How to format a job letter

Some suggestions for content to include in a covering letter when applying for a job are outlined below. This is a great opportunity to address what the employer is seeking in their advertisement or discussion with you and should focus on how your skills, attitude and experience fit well with what they're looking for. Remember, employers not just looking for staff who are keen to work hard, but who can support their goals. It's all about helping them get where they would like to be and how you can be the best one to do that!

### LETTER FORMAT

(align to left side of page)

#### **YOUR ADDRESS**

Your full name  
Street number  
Street name  
Suburb state postcode

Your phone Number  
Your email address

**The Date** (eg 30 April 2015)

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(align to right side of page)

## **EMPLOYERS ADDRESS**

Full name of contact

Position (title) of contact

Street no. or PO Box

Suburb state postcode

## Dear **Salutation**

Use the employers name or if unknown use Dear Manager

## **Paragraph 1: Outline why you are writing the letter**

If it is a letter seeking work at the company which isn't in response to an ad, state your interest in securing a position with the company.

If you're responding to an advertised position state that you are writing to apply for the position of ABC as advertised in Sunshine Coast daily on 30 April 2015.

## **Paragraphs 2 & 3: Selling yourself**

- Keep the sentences short and sharp
- Use words from the job advertisement throughout the letter
- Write about your relevant skills, knowledge and experience
- Write about why you are interested in the position, or why you are suitable (not both)
- Write about your personal attributes
- Your major achievements
- Write about what you can bring to the company and mention it by name
- Demonstrate what you know about the company
- Link the company's slogan/values/mission statement/vision with your values/goals/interests

## **Paragraph 4: Closing**

- Thank them for reading your letter/application
- Let them know your resume is attached
- Let them know you would be interested to attend a job interview

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## **Signing Off**

Sign off with 'Kind regards' or 'Yours sincerely'

Leave about 5 return spaces for your signature, then type your name.  
Provide your contact number again beneath your name

## **Try to Avoid:**

- Long-winded sentences as they're harder to read
- Re-hashing your entire employment history
- Writing about information not relevant to the position