



## Covering Letters – How To Add Value

### Winning CV will structure Covering Letters to...

- Give a balanced profile of candidate suitability, capability and overall career potential.
- Draw-out key personal attributes, skills, experiences and achievements.
- Enhance your CV and help to optimise your job application.
- Be persuasive - being polite but not too pushy!
- Leave a good impression.

### SPECIFIC COVERING LETTER

- States where the job advert was seen as well as key motivations for applying for the role.
- Draws-out main experiences, skills, qualities and key successes relevant to the role.

### SPECULATIVE COVERING LETTER

- States career profile, aspirations, transferable skills and qualities.
- Draws-out any experiences and achievements relevant to the chosen career.

**- Key tricks are used to personalise covering letters & make them more distinctive!**



## Paragraph 1: Introduction

### Specific Application

Stating role & where advertised.

### Speculative Application

Stating position of interest & why.

### Both types of covering letter - initial impressions.

Conveying why you are interested & motivations for applying for any given role or career path (reinforcing credibility, interest & shows clear thought going into your application).



## Paragraph 2: Evidence Of Suitability

### Point 1: Main experience

Main body of experience, responsibilities & achievements relevant to advertised role.

### Point 2: Other main experience

Other relevant experience, responsibilities & achievements.

### Point 3: Main skills & qualities

Main skills, qualities & personal attributes relevant to the role.

Job descriptions indicate which key skills & qualities are required / relevant.

### Point 4: Other main skills & qualities

Other main skills, qualities & personal attributes to reinforce an application.

### Point 5: Future potential - offering something extra!

It is important to demonstrate an ability to learn and develop.

Highlighting key qualifications, training & personal development.



## Paragraph 3: Closing The Letter

### State what you want!

Making sure you clearly mention about wanting an interview, face to face meeting, informal chat or telephone interview.

### Positive intent

Make sure the letter ends positively and politely.

Be persuasive showing you can make a difference.