

JOB BOARD

Writing An Epic Cover Letter

WRITING AN EPIC COVER LETTER

When you're moving into employment from education, it's not only a strong CV that you need, an attention-grabbing cover letter is equally important.

What is a cover letter and how do you write a good one?

Andrew Fennell from Standout CV explains the four steps to creating an interview-winning cover letter.



What is a cover letter?

A cover letter acts as an opening to your CV, helping you stand out from the competition and giving you an extra chance to show why you'd be a great candidate.

Think of it as your chance to introduce yourself to the employer and allow them to get to know you a little better, before they read your CV. Your cover letter should be short and concise, so don't tell your whole life story!

Aiming for a length of around 300 words gives you enough space to give the employer a snapshot of your potential, without losing their attention.



1.

Address the right person

Begin your cover letter by addressing the person you're sending it to.

If you can find it, use their full name. This gives your cover letter a more personal touch rather than just submitting it to a company.

If that's not possible, use something generic, such as **'Dear Hiring Manager'**.

The top section of your cover letter should explain which role you have applied for, for example: **'I am applying for the role of Sales Assistant, as advertised on Indeed.'**



Explain why you're a good fit

Your cover letter is an opportunity to show why you're the right person for the job, so you need to personalise it to the specific job you're applying for.

Talk about the skills and experience you've gained from previous part-time roles, summer jobs, extra-curricular activities and school.

It's helpful to read through the job description before writing this section, so you can understand what the employer is looking for.

It's also a great idea to write a sentence or two about why you want the job, or what you like about the company.

3. Signing off

When signing off your cover letter, for the most part, you should keep the tone professional but friendly.

You may want to add a friendly line, such as **'I look forward to hearing from you.'** And then use phrases like **'Kind regards'**, **'Regards'** or **'Yours sincerely'** to end your letter.

However, it's best to do a little research when deciding on the appropriate tone, as practices vary across different roles and sectors.

Don't forget to finalise your sign-off with your name and contact details.

4. Check, check, and check again

There's nothing worse than a cover letter full of grammar or spelling errors, as these simple mistakes will take the reader's attention away from everything you have to offer.

Before submitting your cover letter, look to not only double-check but triple-check it.

Focus on spellings of names, especially the recipient's name, making sure you present a professional first impression.

GOT A QUESTION?

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at aimhigherwm.ac.uk**