

THE COVER LETTER...

SO WHAT IS A COVER LETTER?

A cover letter is a short and specific letter that should always accompany any resume, folio or any other application documents that you send to a prospective employer.

YOUR COVER SHOULD AIM TO:

- Introduce yourself
- Highlight your key selling points (skills, achievements or experiences)
- Encourage the employer to read through your resume to discover more about you
- Address the selection criteria they have requested in their ad.
- Finish with a 'call to action' (requesting an interview or meeting) e.g. "I look forward to the opportunity to meet for an interview."

KEY TIPS:

- Address your letter to a real person instead of "To whom it may concern".
- Spend some time researching the company so you can make your letter relevant to a specific position or company
- Make sure you proof read your cover letter (or better still, have another person proof read it too!)
- Remember to always include a cover letter with every job application. Some employers won't even look at your resume without a cover letter.