

Selected extracts from...
You're Hired!

The COMPLETE Guide

**To Writing
Great Cover Letters**



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Introduction to Cover Letters

If you want to maximize your chances of getting an interview, you should use a cover letter that’s written specifically for the person you’re addressing and/or the job you’re applying for. This means writing a different letter for each and every vacancy. You should not use “mass mailed” cover letters. These will not be successful and employers can spot them a mile away.

Remember that this letter is going to be your personal introduction to someone who is potentially going to be your employer and maybe even your boss. You want to persuade him or her, in minutes, that you are an ideal candidate for the position and encourage them to learn more about you through reading your resume or CV and inviting you for interview. You’ll only do this if you have effectively sold yourself by highlighting key skills, achievements and qualities directly relevant to the job.

Most candidates don’t do this. Their cover letter simply mentions the advert, refers to the attached CV or resume and expresses hope of getting an interview. But some employers won’t even read your resume or CV if your cover letter is poor or absent so this is a fatal mistake.

Although you’ll say more about your suitability in your resume or CV, a good cover letter had the advantage of getting this information in front of your interviewer early on so don’t waste the opportunity it gives you to make a great first impression.

As you look for a new job, you might need to write several types of cover letter. These might include:

- Letters in response to advertisements
- Letters to recruitment agencies
- Networking cover letters
- Speculative cover letters

There’s more on each of these later.....

....Continued in the full book

10 Key Points to Remember

- 1.** Make sure you find out who to address your letter to, and then write a letter to that person. Use the name and title of the person and make sure you spell names correctly.

If you don’t know who this person should be....

....Continued in the full book.....

Types of Cover Letter

1. In Response to Advertisements

This is the most common type of cover letter. When replying to adverts, your letter must be very precise.....

.....Continued in the full book.....

2. The Direct Approach/Speculative Enquiries

When you use the direct approach, you are specifically addressing the employer as someone who has a need which you have the skills to meet.

And sometimes you can even target the employer BEFORE he or she actually realizes a need exists, or at least before he or she has found time to draft an advert. You realize the need exists and have approached the employer with your ability to fill that need, effectively beating him or her to the punch.

In your letter you need to show.....

..... Continued in the full book.....

3. Networking Letters

‘Networking’ is simply about making personal contacts with a view to finding out about vacancies. It has been used by many jobseekers to find and win job roles and is worth considering if you want to maximize your job search opportunities.

When doing a job search, networking allows you to.....

.....Continued in the full book.....

Example Cover Letters

EXAMPLE 1: LETTER TO RECRUITMENT AGENCY

Jane Fisher
555 Wishing Well Lane
Wellington
MA 00065
2 Nov 2008

Mr Simon Smyth
Smyth Recruiting
123 Middleford Blvd
Ste. 300
Illinois

Dear Mr Smyth

..... Continued in the full book.....

EXAMPLE 2: SPECULATIVE COVER LETTER

John Wiseman
325 Winebottle Road
Philadelphia
PA 66644

2 Nov 2008

Mr David Major
Design Director
Jacobs Manufacturing
Sacramento
California
94205

Dear Mr Major

.....Continued in the full book.....

EXAMPLE 3: IN RESPONSE TO AN ADVERT

Here is an example advert. As suggested, we’ve underline the salient points.

Daily Courier dated Nov 12, 2008

Coveright is a famous and well-respected name in the field of domestic and business insurance brokerage.

We are looking.....

.....Continued in the full book.....

EXAMPLE 3 (continued): IN RESPONSE TO AN ADVERT

Catherine Smith
1 The Lanes
Upper Manhattan
Tel: 0792322 322223

17 Nov 2008

Mrs C Jones
Personnel Manager
Coveright
Rose Hill
Upper Manhattan

Dear Mrs Jones

RE: Advert for Regional Sales Manager, Daily Courier 12 Nov 2008

....Continued in the full book.....

EXAMPLE 4: NETWORKING COVER LETTER

Tom Clancey
1456 Maple Lane
Sacramento
California/United States
94203

3 Nov 2008

Miss Sally Swan
Sales Manager
ABC Electronics
Gerard Place
Sacramento
California
94205

Dear Miss Swan

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