



# COVER LETTER GUIDE

**YOUR COVER LETTER IS YOUR OPPORTUNITY TO  
MAKE A STRONG FIRST IMPRESSION.**

It allows you to introduce yourself, explain why you're interested  
in the role and highlight what makes you a great fit.

Make it personalised, professional and impactful.

## A GREAT COVER LETTER CAN:

- ✔ Show your enthusiasm for the role
- ✔ Highlight your relevant skills and experience
- ✔ Explain why you're the right fit
- ✔ Demonstrate your communication skills
- ✔ Encourage the employer to read your CV

## ✔ DO'S – WHAT TO DO

- ✔ **ADDRESS IT TO A PERSON**  
Whenever possible, find the name of the hiring manager.
- ✔ **PERSONALISE YOUR LETTER**  
Tailor your letter to the specific role and organisation.
- ✔ **OPEN STRONGLY**  
Grab their attention and state the role you're applying for.
- ✔ **SHOW WHY YOU'RE A GREAT FIT**  
Highlight relevant skills, experience and achievements.
- ✔ **SHOW ENTHUSIASM**  
Let the employer know why you're excited about the role  
and their organisation.
- ✔ **KEEP IT CONCISE**  
Aim for 3–4 paragraphs. One page is ideal.
- ✔ **USE A PROFESSIONAL TONE**  
Be polite, positive and professional.
- ✔ **PROOFREAD CAREFULLY**  
Check for spelling, grammar and punctuation errors.

## ✘ DON'TS – WHAT TO AVOID

- ✘ **DON'T USE A GENERIC LETTER**  
Avoid sending the same letter for every application.
- ✘ **DON'T REPEAT YOUR CV**  
Use your cover letter to add value, not repeat your CV.
- ✘ **DON'T FOCUS ON WHAT YOU WANT**  
Focus on what you can offer the employer.
- ✘ **DON'T BE NEGATIVE**  
Avoid negative comments about past employers or experiences.
- ✘ **DON'T EXAGGERATE OR LIE**  
Always be honest about your skills and experience.
- ✘ **DON'T USE INFORMAL LANGUAGE**  
Avoid slang, abbreviations or overly casual language.
- ✘ **DON'T MAKE IT TOO LONG**  
Keep it clear and to the point.
- ✘ **DON'T FORGET TO CHECK**  
Typos and mistakes can hurt your chances.

## THE PERFECT COVER LETTER STRUCTURE



## ★ TOP TIPS

- ✔ Research the company and mention something specific about them.
- ✔ Use keywords from the job description.
- ✔ Quantify your achievements where possible.
- ✔ Show how your values align with the organisation.
- ✔ End with a call to action – express your eagerness to discuss your application further.



**TIP:** Employers spend an average of 30 seconds  
deciding whether to read a CV.  
Make every word count!

## 📄 EXAMPLE CLOSING

“  
Thank you for taking the time to consider  
my application. I am excited about the  
opportunity to bring my skills and experience  
to your team and would welcome the chance  
to discuss how I can contribute further.  
”

Yours sincerely,  
Your Name

## 📋 QUICK CHECKLIST

- ✔ Is it personalised?
- ✔ Have you explained why you're a good fit?
- ✔ Have you shown enthusiasm?
- ✔ Is it clear, concise and easy to read?
- ✔ Have you proofread it?



**A STRONG COVER LETTER  
OPENS THE DOOR  
TO OPPORTUNITY.**



## DOWNLOAD THIS GUIDE

Use this free guide to write compelling  
cover letters that get noticed.



Your cover letter is your chance  
to stand out from other applicants.  
Make it count.



## TOP TIP

Always save your cover letter  
as a PDF unless the employer  
requests otherwise.

