

1. Use it to put your CV/Resume in context with the position or organisation

While your CV/Resume sets out the skills you have, your covering letter more explicitly **presents your motivation and adaptability**.

2. Research the company before you write your cover letter

Show early on in your cover letter **that you know something about the company** at which you're applying to work.

3. Content**Briefly introduce yourself**

- *State the post you are applying for and where you saw it advertised*
- *For a speculative letter, specify the type of work you are looking for*

Explain why you are interested in this type of work and in working for this particular employer.

Highlight what makes you suitable for this position, provide evidence of your key strengths reflect their requirements.

Respectfully request an interview or an opportunity for an informal discussion, why not by phone.

End your cover letter on a professional note.

4. Think from the employer's perspective rather than your own

Tell them what you can contribute to the organization rather than how it can benefit you.

It gives you a chance to build upon your CV/resume in order to **tell potential employers** not only what you've done in the past, but also **what you will do—for them—in the future**.

5. Be honest**6. Do not stand a standard letter with only the key details changed****7. Address your letter to a named person**

Even if this means you have to phone the company to ask for the name of the person who deals with recruitment.

8. Good cover letters are short and sweet

Short sentences, no more than one page.

9. Ensure there are no errors and spelling mistakes**10. Edit your resume cover letter before you send it**

Make sure your cover letter is laid out professionally and formatted appropriately.