

## GENERAL FORMAT OF A COVER LETTER / LETTER OF APPLICATION

Your name

Address

Date

Contact Person's name

Contact Person's address

Company name

Company address

Dear Ms Jones (avoid Sir/Madam)

**Re: Name of Position** or **Application for...**

### ***First Paragraph***

Refer to the position for which you are applying. (eg I would like to apply for the above position advertised in *(name of publication)* on *(date)* and why *(ie why that industry and why that company)*).

### ***Second Paragraph***

Outline your skills (include social), experience, training and achievements that are relevant to the selection criteria or the job description. These skills could have been gained through education, employment or other activities. Emphasise any qualifications and achievements that make you stand out.

### ***Third Paragraph***

State why you are the best choice for the company and how your skills meet their needs. Research the company and the position for which you are applying and

### ***Closing***

Thank them for considering the application, say you've attached a copy of your resume and let them know you're available for an interview. Provide your contact details (phone, fax, email).

Yours sincerely

*(Don't forget to sign the letter!)*

**Your Name**

### **General Information:**

Purpose of a Cover Letter:

- Grab the attention of the employer by outlining your skills/achievements relevant to their needs;
- Ensure the potential employer reads your resume;
- Get you an interview.

Always have a copy of the job description and selection criteria for the position.

Make sure you address each of the selection criteria. (If you don't have the skills requested in one of the criteria, outline similar skills you have and how you can learn new skills quickly.)