

# Creating Your Cover Letter



Think of your Cover Letter as a trailer for a Movie. If the Trailer is good, the chances are people will want to watch the Movie. The purpose of your Cover Letter is the same as a Movie Trailer; it is to encourage the reader to go on to read your resume!

**To do this there are several key points which you need to promote to gain the reader's attention.**

## Key Points:

- ✓ The reason for your application.
- ✓ What you have to offer the position which you are applying for.
- ✓ The things that resonate with you about the company's values and visions.
- ✓ Evidence, that you understand the position being advertised and its value within the company.

# Structuring Your Cover Letter

**There should be three clearly defined paragraphs, simply put, an introduction, a connection and a conclusion.**

## Paragraph 1: The introduction

- Clearly state who you are and the reason why you are writing to them.
- Address the person by name by viewing the company website, enquiring through LinkedIn, Google or calling the company directly. When addressing the person in your cover letter, it is best practice to use their full name and avoid gender-based labels such as Mr. Mrs. Miss and Ms. Some names may be unisex, and you may also be unaware of their marital status. If in doubt – leave it out!
- Incorporate your knowledge of the company and why you wish to work for them

## Paragraph 2: The Connection

- Present your skills and detail the connections between your experience and the job requirements
- Be mindful not to mention too much that is already in your resume, giving only one or two specific accomplishments.
- If you are changing careers, give credible reasons for the new career path you have chosen.

## Paragraph 3: The Conclusion

- Reiterate your interest in the company and position posted and why you think you would benefit the company.
- Express your keenness to be interviewed for the position.
- Thank the reader for their time and consideration of your application.