

IMPROVE YOUR CHANCES

RESTART YOUR CAREER JOURNEY

SEPTEMBER 28, 2020

FREE 5 DAY CHALLENGE

DAY THREE WORKSHEET

**WRITING YOUR
COVER LETTER**



**A Five Day
Challenge
to....**

Restart Your Career Journey



DAY THREE WORKSHEET

Writing your cover letter

Your task today

For today's Day Three challenge, we are concentrating on writing your cover letter.

Once we have completed our CV /Resumeé, which is our personal marketing tool, we still have some work to do to complete the application process.

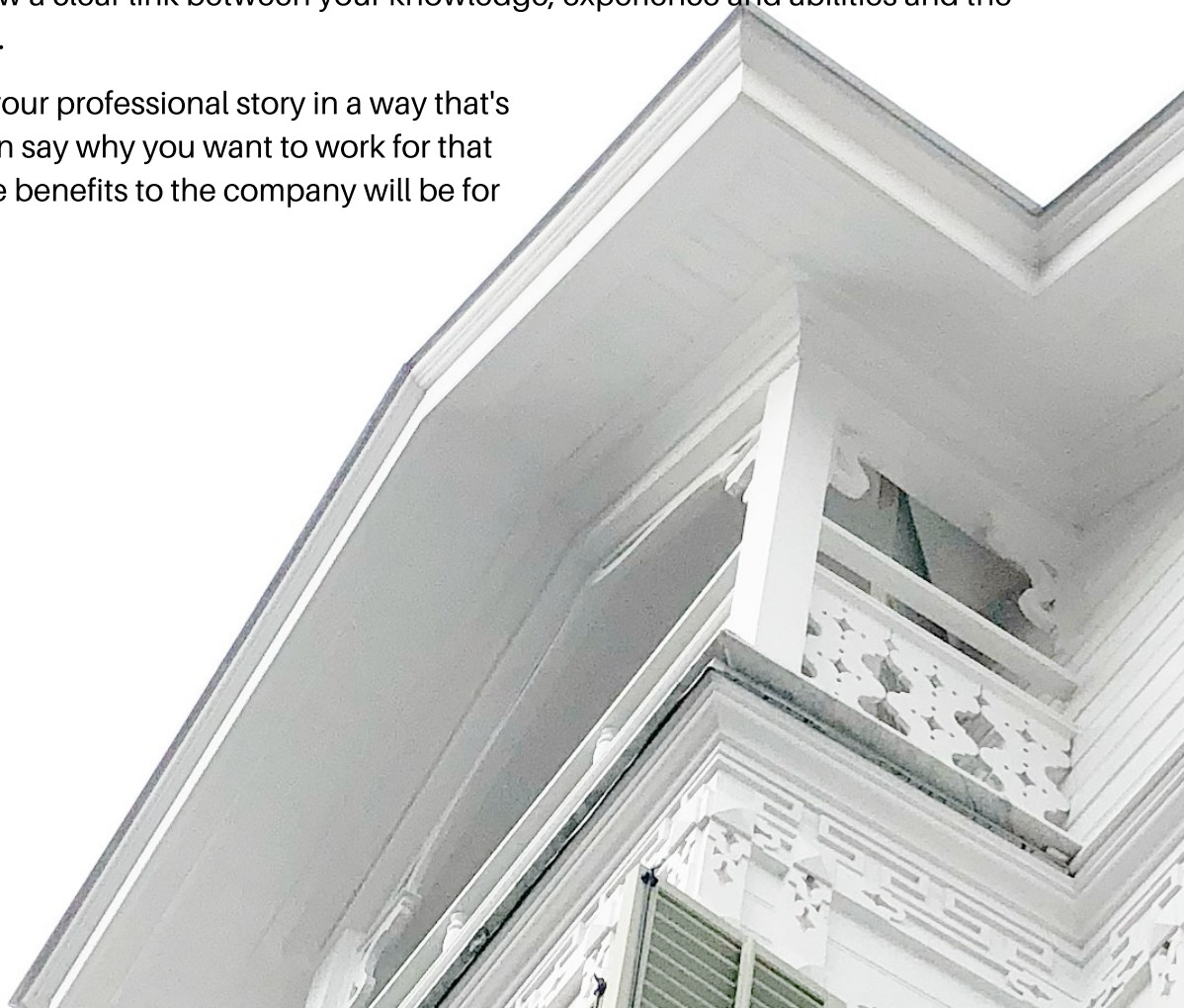
Think of this as selling your application. If that sounds overwhelming, consider it as doing your best to get your CV/resume noticed by the reader.

When the reader will be 'hip deep' in applications, so what can you do to improve your chances of getting your CV application noticed? Your aim is to get an interview. For this to happen, you need a powerful and effective cover letter to get the hiring managers' attention.

A cover letter is a really important way for you to showcase how your unique combinations of skill and experience meet the key requirements of the job description.

It's your chance to show a clear link between your knowledge, experience and abilities and the needs of the employer.

Your cover letter tells your professional story in a way that's more personal. You can say why you want to work for that company and what the benefits to the company will be for recruiting you.





DAY THREE WORKSHEET

Writing your cover letter

Writing your cover letter

Presuming that you aren't applying for a job today, do this task as if you are applying for your dream job to bring it to life. Why not go on to Reed.com or your preferred agency and look-up your dream job and look at the the person specification and job description.

Go through the process of writing your cover letter based on that role. Going forward, you will then be able to use it as your **cover letter** template, adapting it for every role you apply for.

You need to address the letter to the hiring manager. Do your homework. If the company is recruiting directly and you don't have it, you should find out the hiring managers name?

- Call the company then, ask for the Job interviewer.
- Keep it friendly and keep it conversational.
- You can say "*I am excited about the possibility of a personal interview at your earliest convenience to further discuss my credentials with you. I can be reached at 07123-456789 and I will follow up with a phone call as well, to make sure you've received my application*".
- Don't overthink this. You are using this and your marketing tool to market yourself.

If you applied via a recruitment agency and you don't know the recruiting managers name, again, call the company directly to see if you can get the name. Be honest about why you are calling – but don't mention that you are applying for a post. The people in the business may not know. If you aren't able to, then you make the letter more personal by starting with something like.

Dear recruiting manager. I apologise for this impersonal greeting. I wanted to address this cover letter to you by name but have been unable to obtain it.

You want to pack a punch at the top of any cover letter with a **cover headline**. Something like **...3 reasons why I believe I am the ideal candidate for the role of....** You can use the pronoun here. Following the headline, you follow it with Dear Mr or Mrs Smith. Never to Dear Sir or Madam, or whom it may concern. Do your homework.



DAY THREE WORKSHEET

Writing your cover letter.

Writing your cover letter

I have researched your company and I believe I'm a great match. I would love to be interviewed for the post of... shelf stacker.

Then you can go into the detail of the letter. You should start with.....

I HAVE RESEARCHED XX LTD AND BELIEVE THAT I AM THE IDEAL CANDIDATE YOU ARE SEARCHING FOR, FOR THE POST OF XXXX

That should be followed by three well written sentences per paragraph, and no more than three paragraphs. Less is more!

PARAGRAPH 1 Example: I have a level 2 Microsoft office certification, and have lead with it during my time with john smith Ltd, and will be able to smoothly transfer those skills, plus my office administration skills of using the BT Hosted IP Phone systems to your business.

PARAGRAPH 2 Again, your knowledge, your experience and abilities and match to the needs of the employer. And one more time. Sign off with I look forward to the opportunity for interview.

Once you have submitted your application, you now wait. to receive a response.

As a rule of thumb, wait 7-10 days and send another letter with a copy of your CV.

This gives you a second chance at getting an interview

Here is an example

Reg Goslin
Acacia Drive
Acacia,
Kent ME70 123

Dear Mrs. Jones

I realise that you've probably received many applications for the post of xxxxxx. I am extremely interested in this position and would love the opportunity to be interviewed. I am following up with this letter and my attached CV in case my originals were lost in the 'shuffle' the first time around. (And then continue with the original cover letter from here on).

Warm Regards

Improving Performance personal coaching presents...

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DAY THREE WORKSHEET

Writing your cover letter

In summary

Your cover letter is for you to really sell your job application.

You should take the time to show the reader that you were made for this job, and that you have the skills and experience that they are looking for.

Make sure that you demonstrate that you have researched the business and would be a great fit.

You have now almost completed the application process to give yourself the best chance of securing your dream job.

This task should be easier as you have understood from day one challenge why you want the job. Revisit Day One if necessary.