

COVER LETTER

HOW TO NAIL YOUR COVER LETTER

What is the **purpose** of a Cover Letter?



Shows how you present yourself to the potential employers.



Shows how you can solve their problems.

What are the **key points** of a Cover Letter?



Include the key criteria from the job ad.



Explain how you can fulfil those job requirements.

What is the **recommended** content?



Keep content succinct & relevant.

(5-6 paragraphs) (<2 pages)

Example:

PARAGRAPH:

1

Reasons applying for the job role.
Reasons you are a perfect job fit.

Your Qualifications

2

Examples of hard (technical) skills
Explain how your prior experience linked to the required tasks.

3

Examples of soft skills
Explain how you can use these skills to add value to the company.

4

Conclusion/ Summary

5



1. Ensure cover letter is addressed to the right person.
2. Research on the job advert of the company's website.
3. Similar to your CV;
 - Use action verbs.
 - Use consistent font type.
4. Check spelling & grammar.
5. Follow up with phone call.