

# 5 STEPS

.....  
to an incredible cover letter

Careercake 

**I always advise any job seeker to think like the employer. Any good employer will be looking for the signal that they may have found someone extra special during the time-consuming sifting of applications. This thought process will enable you to see beyond the faceless contact submission of an application via e-mail or post and help you remember that beyond the company there is a face, an employer, someone's mum, dad, neighbour, friend and you must write your cover letter with this in mind.**

**Feedback I receive from employers regarding cover letters is often varied, but the one thing that all seem to agree on is that they don't value cover letters that read something like this...**

Dear Sir/Madam

I am applying for the role of..... I feel I have the skills to meet your requirements.

Please see my CV enclosed/attached

I look forward to hearing from you

Mrs. A Bateman

Your cover letter is your opportunity to show that you are different from everyone else. It is your opportunity to get personal with me (not too personal!) It is also your opportunity to make me want to meet you instead of the other three hundred CVs I have in my inbox!

When the CVs are very similar and an employer is finding it difficult to differentiate, they will often use the quality of the cover letter to decide. Or it may be that the cover letter is so incredible they want to meet you even though you don't have the best CV!

**In order to make sure it is INCREDIBLE follow the following steps...**

# #1

Make it

# PERSONAL

Find out the recruiters full name. Use the internet to do your research on Google or LinkedIn. Phone them and ask the receptionist if you must. But most definitely find it and use it.

# #2

Tell them why you

## PICKED THEM

Make sure you tell them what it is about their company that excites and inspires you. Check out their news pages, research new projects; find out how the directors started the company. Then tell them what it is about the job that excites and inspires you. Don't make them feel like you are sending your CV to 100 companies hoping someone will call you back. Make them feel special, like they are the only company you want to work for at this moment in time.

# #3

Tell them why they should

## PICK YOU

Make it very clear why you are suitable but don't just tell them you think you are, tell them WHY you are. Pick out the three main attributes that are most important for this role (think like the employer) and give one example for each of these – keep it short and snappy though. This is not the place for an essay of any sort.

Include a powerful line from a reference here. Of course you are going to tell me these great things about you....you want the job!! Get someone else to say it in one powerful sentence. Show the employer you are so great that someone is willing to put their name/reputation to you, right here, right now. Your references are your biggest sales tool, so don't leave them until the end of the 'sales' process.

**Note:** use your referee's name and job title, otherwise it won't count.

# #4

Show

# PASSION

This is your opportunity to really tell them how much you want it.

## Why say...

'I would like the opportunity to meet with you'

Replace the word '**like**' with '**love**'

'I would love the opportunity to meet with you.'

Doesn't that sound more 'passionate'? Well I think so, but it is your cover letter so you have to use language that is real for you.

Some people may say 'I would live and breathe this role given the opportunity' some people may feel more comfortable saying something less 'in your face'. It is totally up to you, but whatever you write, be brave and make it passionate!

# #5

Show

# KINDNESS

This is a good opportunity to build rapport and the best way to finish this letter is to leave them with the feeling that they 'like' you, so wish them all the best with this piece of recruitment. It's just good manners and sounds obviously simple but people very rarely do this. On these rare occasions when they do, I always email them to thank them.

Whether I think you are suitable for this job or not, you are wishing me all the best with it...now that makes a huge impression and is slightly more powerful than just 'I look forward to hearing from you'.



So, in conclusion if you are going to write  
a cover letter, make it incredible  
– **make it count!**