



WRITING A COVER LETTER WITH IMPACT

The humble cover letter. Do you *have* to write one? What should it include? What makes a good cover letter?

Cover letters are quite a subjective topic in job searching.

Some hiring teams require them, others would prefer you didn't write one at all. Many employers and job seekers prefer a video introduction to a cover letter.

Whatever you believe, one thing is for sure – if you're going to write a cover letter, it needs to pack a punch. The aim is not merely to introduce yourself but really make yourself stand out from the crowd.

A good cover letter is concise, convincing and creates a connection.

A good cover letter is a 'preview' to your CV (not a carbon copy). It's purpose is to demonstrate your interest and suitability for the role – and encourage the employer to read your resume

Tips for writing a great cover letter

Do your research

You'll need to know about the job and the business or organisation you're applying to before you start writing.

Be concise

While a cover letter is part of your 'story', don't make it war and peace. A cover letter should be a maximum of one page (ideally less in our books).

Make it personal

Address the letter to the hiring manager or contact person for the job. Ideally use their name and job title.

Make it original

Don't use the same cover letter for every job you apply for. While you may be able to repurpose some content from one letter to the next, don't make the mistake of referring to a completely different job and company in your cover letter (sadly, we've seen this many times).

Be professional

A cover letter is formal correspondence and is not the place to demonstrate your creative writing skills. Avoid using casual, flowery or over-the-top language, abbreviations or emojis. As a general rule, don't write a cover letter like you'd communicate on social media or in a text message).

Don't duplicate your resume

Whatever you do, please don't cut and paste from your resume to your cover letter! A good cover letter is concise, creates a *connection* and *convinces* the hiring manager to meet you.

Create a sense of action

Use strong verbs to help the hiring manager imagine you working in their team. This will give them a sense of what you can *do* and help their business.

You can also create what is referred to as a '*call to action*' at the end of your letter. This is a strong finishing sentence that encourages the potential employer to get in contact with you.

What to include in your cover letter

Here are the basics of what a cover letter might include:

- **Your name and contact details**
- **The employer's contact details** (including the name and job title of the person hiring)
- **Introduction** – why you are writing the letter, including reference to the specific job
- **About you** – a brief description of what you have to offer, including relevant skills
- **Your motivation** – explain why you're interested in the job
- **About them** – show that you have done some research about the employer
- **Summary and call to action** – finish on a strong note, asking them to read your resume and get in contact.

Check out our [cover letter template](#) for more ideas and inspiration.