



COVER LETTER TEMPLATE

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

Your cover letter is a 'preview' to your CV. It's purpose is to introduce you and encourage the employer to read your CV.

It should also create a link between your experience, interests, values or goals and what you've learned about this job and employer through your research.

What information to include in your cover letter might depend on the situation – are you responding to an advertised job or simply approaching an employer you'd like to work for?

Simple cover letter template

Your contact information

Name
Address
Phone number (optional)
Email address
Date of letter

Opening greeting directed to the reader

Include a person's name if possible ie *Dear John*.

Reference line

Before the body of the letter, create a reference line that includes the title of the job.

Re: Application for Marketing Manager

Body of the letter

Your goal here is to get noticed. Write short, concise sentences and use positive, direct language.

Explain why you're getting in touch and show that you've taken the time to research the organisation. If you know someone who works there, mention their name.

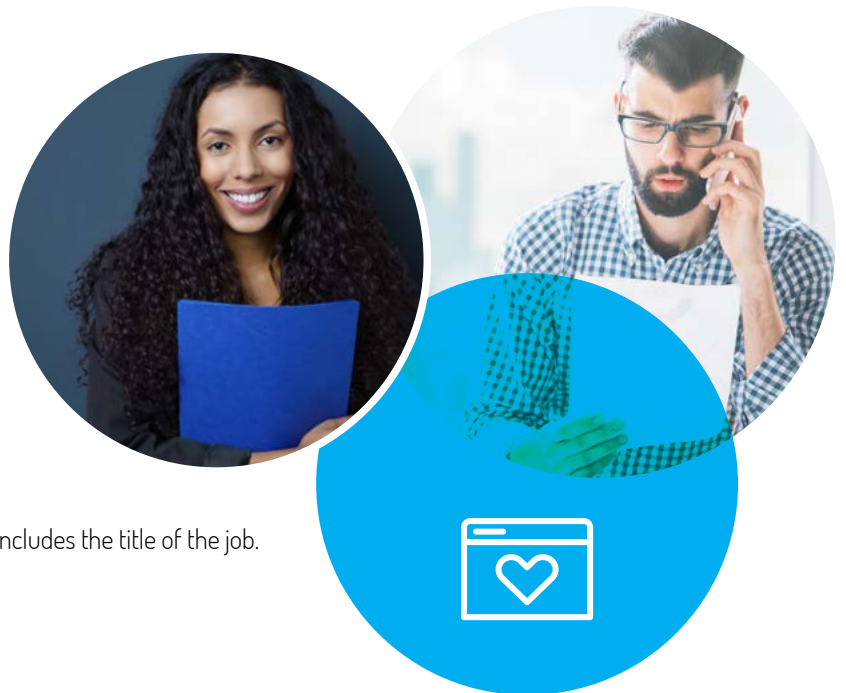
After the introductory paragraph, it's time to 'sell' yourself ie show how your skills and experience would be an asset to the team. Be as specific as possible here but also concise – remember that the detail is in your CV.

Your letter should finish by thanking the reader for their time and consideration and inviting them to get in touch with you.

Closing

Make sure you use a formal closing such as *'Yours sincerely'* or *'Kind regards'*.

For more tips, see our guide to [Writing a cover letter with impact](#).



For more advice, see [writing a cover letter with impact](#).