

# THE PERFECT COVER LETTER

In today's competitive job market, a great cover letter shows you are a motivated candidate with lots to offer.

A fresh and engaging cover letter is the perfect way to highlight your most relevant skills and qualifications for a particular job, and can often lead to a coffee meeting or interview opportunity.

When applying for jobs, attach a cover letter with your CV. You should always tailor your cover letter to the specific role you are applying for, and remember to showcase your particular skills and experience in your cover letter, and the contribution and value you will bring to the organisation. Strong written skills are an important tool to give your application a winning edge!

## Do your research

Find out as much as you can about the organisation from their website, check Twitter feeds, Facebook and employee profiles on LinkedIn. Knowing something about the organisation, what they stand for, what matters to them, who their clients are, helps decide the tone and writing style to use.

## Getting Started

Study the advertisement, focus on the key skills, experience and personal qualities being asked for, and note down their top three requirements. Include a key requirement in each of your paragraphs.

Look at cover letter templates and find one that suits you best. Your overall presentation and tone should be professional, positive and friendly, one page with plenty of white space.

Know who you are addressing your cover letter to, and make sure you have the correct spelling of their name.

If you would like professional assistance from us, please refer to our career services.

**Our career services**

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