



Creating a Cover Letter for the Win

Why Ask For a Cover Letter?

- Find out how motivated you are for the job
- Discover more about your skills fit for the job
- Assess if your ways of working match the company values
- Assess your understanding of the job requirement
- Assess your written, engagement and sales skills
- Get a feel for your personality and communication style
- Find out if the job is practical for you - location, commute, hours

Cover Letter Dos & Donts

Do

1. Keep it to 1-1.5 pages
2. Show enthusiasm. Why do you want this job in this company?
3. Refer to the skills and competencies listed in the Job Description
4. Expand on your CV; give more detail, more examples
5. Research the company
6. Demonstrate that you know the company mission, culture, values and leadership skills the company look for when hiring
7. Share your relationship building skills.
Demonstrate that you are easy to work with and will treat colleagues and customers well
8. Let employer know the location, commute and hours on offer are attractive to you
9. Consider organisation and structure of your cover letter

Don't

1. Include all your experiences and strengths; focus only on the skills the employer is looking for
2. Repeat information on your CV
3. Make jokes. Jokes don't always translate well on paper
4. Use long sentences or long paragraphs
5. Forget to ask someone you trust to check content, spelling and grammar. Why not ask a Career Advisor for help jetreferral@centrepoin.org
6. Mention money or salary
7. Highlight problems; focus on getting to the interview stage. If there are practical concerns, you can cover these at interview

Questions to Ask Yourself

- What experience and skills is the employer looking for in the Job Description?
- What examples can you give to demonstrate these skills and competencies?
- Why are you interested in this job?
- Why are you interested in this company?
- Why do you want to work at this company and not a competitor?
- What do you like and admire about this company?
- Do you need to do some more research about this company?
- What are the company values?
- What examples can you give to demonstrate these values?
- How do you build successful relationships?
- What shifts does the employer want you to work?
- Is the job in a convenient location for you?
- Have you included all the skills and competencies the employer is looking for?



Cover Letter Structure

Letterhead

Polite Introduction

Paragraph 1

Paragraph 2

Paragraph 3

Paragraph 4


Polite Ending

- Name/email address/mobile number/date
- Dear Sir/Madam. Please accept this letter as my application for _____
- Summary of why you are suitable, interested and motivated for this job
- More detail about your experience, suitability, interests and motivation for this specific job and this specific company
- What specific skills & competencies is the employer looking for? In this paragraph tell them exactly how you match these skills & competencies with examples
- Seal the deal. Review the job description to see if there are any points you have missed out. Consider the practical needs of the job. Let the employer know the location and shifts on offer are attractive to you
- Thank the employer for their time and refer them to your CV. Act like you expect to progress to the interview stage by saying that you look forward to hearing from them

Resources

centre
point

Cover letter tools



Relatable Cover Letter
Examples
4 minute read



Watch this video on
writing a cover letter
8 minute watch



Free cover letter builder
with examples



Follow Centrepont Works on
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for more tips



For more support contact

jetreferral@centrepoin.org