# **EXAMPLE COVER LETTER FOR AN ADVERTISED POSITION**

*20 September, 2017*

Luke Skywalker
5 Hopeful Crescent
PARAFIELD GARDENS SA 5107
Mob: 0421 334 267
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Yoda Jedimaster

The Manager

DoOrDoNot Construction

120 ThereIsNoTry Road

ADELAIDE SA 5000

Dear *Yoda*

I am applying for the position of **labourer** advertised **in ‘The Messenger’** on the **18th of January 2014**.

I am an **energetic, strong and willing worker** in the areas of **building and construction**. There is one thing I really want to do: **To work in a team, in a fast-paced, outdoors environment**.

I have spent much time **working with family members and friends to help work on their houses, and found this a wonderful opportunity to learn from the older members of my family**.

I have learnt how important it is **for me to have a passion for what I am doing**. To start to move toward this goal, that is why I have found a way to make sure that I can complete my SACE even if I am working.

I am eager to learn new skills and am open to instruction. I enjoy working as part of a team and can work independently.

I have **good coordination skills**, and am a very **hands on** person.

I would love the opportunity to discuss this application with you further, and am contactable on 0456 789 012.

Please find attached a copy of my resume for your convenience.

Thank you for your time.

Yours Sincerely

Luke Skywalker

# **WHY BOTHER WRITING A COVER LETTER?**

* To clearly show the employer how you meet the key criteria as outlined in the job advertisement. If you are not answering a job advertisement, you do not need a cover letter. If there is a separate selection criteria, then this is to be responded to separately from the cover letter.
* Encourage the employer to want to read the resume

Due to the fact that employers can receive hundreds of applications many don’t even consider your application without a cover letter.

The general rule is if it is worth applying for, it is worth the time and effort in planning and writing a specific cover letter.

***POINTS WORTH NOTING REGARDING COVER LETTERS***

* If you leave the cover letter very open, it gives the employer the impression that you have printed of a whole bunch of the same letter and posted them out! This might be what you want to do, and although you might be lucky and catch an opportunity, your odds are greatly increased by taking the time to personalise your cover letter for the job you are applying for.
* Although once upon a time it was seen as proper to address your cover letters “Dear Sir/Madam” or “to whom it may concern”, that just wont cut the mustard these days and will not be taken as seriously as if the time is taken to find the name of the person you are writing to and address them directly. Statistics show that correspondence that is addressed by name has a 30% greater chance of response.
* You may very well be a great assess to the company, but making a sweeping statement of this nature without THOROUGHLY backing up what you bring to the table would be an unwise decision.
* Learn how to use the spell check, and then check again! Many cover letters have grammatical and spelling mistakes. These types of error make any chance of comments like “I have an eye for detail” or “I take pride in my work” being believed.
* Succinct is the way to go, as it is important to address each of the specific criteria that the job advertisement has outlined and not go off on a tangent.
* For you, the employment hunt is about your needs, but the employer sees it the same: It is about their needs for them, so make sure you are clear and deliberate about what benefits you bring to the table for your potential employer.

***DOING YOUR HOMEWORK***

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Before you put pen to paper be prepared to spend time researching the position and company you are applying for.

If you don’t want to put in the legwork do not waste your time applying as it is evident to employers who is serious about working for them and who is not.

It is essential that you consider the following:

* The majority of advertisements will mention who the employer is. Visit their websites or businesses to find out more about their history, brand products and services.
* If there is a name on the advertisement always contact them and if there isn’t one call the company to find out who will be responsible for recruiting for that position.

***WHY IS IT CRUCIAL TO CONTACT THE EMPLOYER BEFORE SENDING THE APPLICATION?***

* So you can obtain a copy of the job description for the role you are applying for. This details what is expected of you in a given day, how performance is measured and who you answer to etc. it allows you to have a greater insight into what the job involves and you can therefore identify how you best meet it.
* Calling the employer allows you to make a personal connection with them. It also allows you to show genuine interest in the role and company/organisation.
* Provides you with the opportunity to ask the employer questions and see if the job really is for you rather than wasting time and effort for both parties.
* Increases the chances of the employer remembering you when they receive your application. Remind them in the letter of any previous conversations you may have had with them.
* You may not meet all the criteria in the job advertisement but by calling you can find out for certain what is essential to the role and what the employer is willing to be flexible on. Never assume the employer does not think you are right – be brave enough to ask the right questions.

***THE EMPLOYER’S ADVERT GIVES CLUES TO WHAT THEY ARE LOOKING FOR***

Humans have a tendency to make it a lot harder for themselves and when writing a cover letter it is no different.

The advertisement gives you clues to what the employer is looking for and if they don’t then it is your responsibility to phone or email the employer to find out more.



**CLUES JOB ADS GIVE YOU**

* Key traits will be bold, underlined or in italics.
* Criteria for the position will be listed as a series of bullet points. Make sure you address each one.

It is your job to identify these key words and reflect on your past and present to select the most powerful examples that illustrate to the employer why you are the best person for the job.

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# **COVER LETTER LAYOUT**

**FIRST PARAGRAPH**

* Keep this very simple and start by reminding the employer of any past conversations you may have had with them.
* Here is where you let them know the job title you are applying for and when and where you saw the advertisement.

**FOLLOWING PARAGRAPHS**

How many paragraphs you need will depend on the position, but rule of thumb you will have a paragraph fro each job criteria listed.

* Facts and figures to ground your application are important to acknowledge up front. How many years experience you have, how many staff you have trained or awards you have won. As long as you do so accurately, don’t be afraid to name drop!
* For each criterion you should pick an example that best demonstrates your skills and knowledge in this area.
* Further use facts and figures to provide evidence of these examples. The employer needs to feel what you are saying in the cover letter is honest.

**LAST PARAGRAPH**

* Your conclusion will also be remembered so use powerful words like ‘benefit’, ‘skills’ and ‘experience’.
* Use the persons and business name once again to make it personal but still professional.

Now it’s your turn! The task is to write up your own Cover Letter. Once it’s done it’s a great document under your belt because for future jobs you can just edit this one you’ve done. Study the example cover letter, and the above notes on how to write it paragraph-by-paragraph, and away you go …