

Cover Letter (Motivational Letter) Tips

What is a Cover Letter?

A cover letter is a one-page business letter that you submit when applying to a job, along with your CV. The aim of your cover letter will be to express to the recruiter / employer why you are a great candidate for the role.

What is the difference between a Cover Letter and a CV?

A cover letter is brief while a CV is quite detailed and long. A CV includes detailed information about your academic background work experience (if you have), while a cover letter is a condensed document that explains why you are applying for the given job.

What should a Cover Letter Include?

- Professional format.
- Contact Information.
- Current Date.
- Company Information. What you know.
- The job title of the job you are applying for and the job advert reference number, if provided.
- Salutation - only if given, avoid using 'Dear Sir / Dear Madam / To whom it may concern'.
- Opening Line. Open strong.
- Your Interest in the company and position.
- Reasons why you believe you are great for the job.
- Very important - do your research first. Before you start writing, find out more about the company and the specific job you want.
- Emphasise your personal value.
- Convey enthusiasm.
- Watch the tone. ...
- Keep it short. A cover letter must not be longer than one-page.
- Add a strong close - Why you!

Can I include a Cover Letter even if I have no work experience?

Yes of course, though it may be challenging, it is possible to write a cover letter. While a cover letter can often be used to highlight your previous work experience, you can instead use it focus on your soft skills and potential.

You can focus on why you are the best fit for the role and the company. This can be a great time to mention the values or goals you share with the company by mentioning that you read their website and agree with their specific values. Employers are often pleased to learn your dedication and interest in learning more about the company and that your personality may align well with their employees' personalities.

Last points...

- Be honest and realistic.
- Employers want to hire people who care about what they are doing.
- Companies often want to hire people who love their brand.
- Highlight something about yourself - a character trait, an accomplishment, an impressive skill.
- Show your personality and interest.
- Use strong words / verbs.
- Proofread for spelling, grammar and clarity issues.
- But be mindful, a recruiter / employer may not read your cover letter even you include it with your application, this is due to due to time. Recruiters/ employers are often screening hundreds of CVs.

20 POWERFUL

WORDS TO USE IN A COVER LETTER

- | | |
|---------------|------------------|
| 1. SOLVED | 11. INNOVATIVE |
| 2. PROMOTED | 12. TRAINED |
| 3. OVERSAW | 13. BUILT |
| 4. IMPROVED | 14. INTRODUCED |
| 5. ADAPTED | 15. STRENGTHENED |
| 6. POSITIVITY | 16. DIRECTED |
| 7. INITIATED | 17. PERSUADED |
| 8. PLANNED | 18. ORGANIZED |
| 9. MANAGED | 19. PROJECTED |
| 10. LEAD | 20. ASSESSED |

-REMEMBER-
Don't even use it and be yourself!