Your Cover Letter Guide

A well-crafted cover letter should be part of any apprenticeship or job application – customising your letter can open doors to new opportunities. Here's how.

**Know the Employer**
Don’t send out the same Cover Letter every time you apply for a job, you won't stand out from the crowd of applicants doing the same thing. You need to go online and try and find out as much as possible about the company in question and what their business is looking for. Doing that extra bit of work not only shows your willingness to make an effort but will also help you realise if that company is the right one for you.

**What to Include**You might lack real-world work experience, but your cover letter can be full of activities that demonstrate your potential to succeed. These activities could include volunteer work, class projects and extra-curricular activities, as well as special interest projects - such as travelling, reading, music etc.

If you have recently completed a College or University course, you may wish to take advantage of any high/stand out academic achievements. If you took initiative in any school activities that show leadership or qualities around being a team-player - these are worth mentioning! Anyone can write about being a "great team-player" but it's your real life examples that will help the recruiter understand how you will demonstrate these skills in the workplace.

**Cover Letter Format**
Your cover letter does not need to be an essay - hit on the key points that would interest employers, but keep the letter short, and no more than one page.

Include a brief opening paragraph that mentions the specifics of the position you are targeting, followed by four to five bullets reflecting qualifications that are relevant to their requirements.

The final paragraph should end with a bang – clearly state how you would contribute to the employer’s operation, and confidently ask for an interview.

**Unsure of Your Career Goal?**Do some career exploration before writing a cover letter. Hiring managers should not have to figure out how your skills meet their needs. Do that work for them. If you have more than one possible direction, write different cover letters for each objective.

As you gain clarity about what you're good at and most want, you'll be ready to communicate from a genuine, confident place.

Dear **[INCLUDE HIRING MANAGER’S NAME],**

Regarding the **[INCLUDE JOB TITLE]** position you currently have advertised, please find attached a copy of my CV for your consideration.

I have recently *completed or graduated* with a **[INCLUDE GRADE]** in **[INCLUDE SUBJECT]** from **[INCLUDE SCHOOL/COLLEGE/UNIVERSITY]** and hope to put this to use in the field of **[INCLUDE INDUSTRY SECTOR]**.

The course covered many topics, and I particularly enjoyed and succeeded in **[INCLUDE ANY SPECIFIC TOPICS]**. I am looking to develop specialist skills in this area and build a successful career.

**INCLUDE IF YOU HAVE UNDERTAKEN WORK EXPERIENCE**

I have put my course theory into practice in a variety of ways, most effectively as a **[INCLUDE JOB TITLE]** at **[INCLUDE COMPANY NAME]** where I **[INCLUDE KEY ACHIEVEMENT]**.

Having extensively researched your company’s values and products, I was especially interested in **[INCLUDE COMPANY ASPECT THAT ATTRACTED YOU]**.I feel it would be the ideal place for me to begin my career and I believe I can be an excellent addition to your team.

If you would like to get in touch to discuss my application and to arrange an interview, you can contact me via **[INCLUDE PHONE NUMBER OR EMAIL ADDRESS]**.

I look forward to hearing from you soon.

Yours sincerely

**[INCLUDE NAME]**