



Your cover letter is your personal shop window; it is your first impression to your potential new employer which let us be honest holds a lot of weight!

So what can you do to help your cover letter stand out from other applicants?

Tip 1: Do not recycle an old letter, create a custom letter for each role you apply for

You can very quickly tell if a cover letter is generic and mass sent out with no personalisation to the company that you are applying for. This doesn't set the scene off very well with the recruiter when they are reviewing your application so why not tailor it to your future employer? Target each cover letter to fit the specific job that you are applying for and match your qualifications to the job. So how?

- Look carefully at the job listing and find key attributes they are looking for
- Select two maybe three skills, abilities or experiences that the job is requiring that you know you have and can elaborate on.
- Within your cover letter ensure you provide examples of times where you demonstrated each of these skills.
- Also be honest with your experience and skills so that you don't get caught out.

We know that writing a custom cover letter for each job is very time consuming but it will help any recruiter see at a glance that you are a good match for the role.

Tip 2: Open with why you're applying and highlight what you can bring to the roll

In your opening paragraph explain what your purpose is for the application and reference the job title that you are applying for. This is an opportunity to express why you want the job, what skills you can bring to the firm and explain how you think you will fit in.

This is also a chance to show them that you've done some research into the company and you can mention why the company's culture/mission resonates with you. You could also mention a piece of news that you have read on the company website and state how it aligns with your goals and beliefs.

Remember: you want to make a positive impact on the recruiter reading your cover letter and a judgement will be made in the first few seconds of glancing at you letter.

Be unique and stand out!

Tip 3: Show your personality in the copy and your approach

Employers are looking for candidates that will be a key asset to the company and therefore showing your personality in your cover letter will stand you in good stead for catching the eye of the recruiter. When writing your content for your letter think about;

- Who are you addressing the letter too?
- What will your tone of voice be?
- Are you coming across engaging and positive?
- Have you kept it to one page so you don't overwhelm the reader?

All these points seem so minor yet could be the difference between securing an interview or not. You should always put yourself in the shoes of the employer and think 'What would they be looking for'. Each and every person has a unique personality so SHOW IT, don't be afraid too!

Have you thought about how you could package your cover letter? The norm is to email the recruiter with attachments so what could you do to stand out?

- Could you post it and send it in a colour envelope that matches the businesses brand?
- Could you record a video as your cover letter?
- What does the business do? Can you send your CV and Cover letter that matches the business offering?

So what do you need to take away from this... Cover letters enables a recruiter to develop a better understanding of your suitability for a position and helps to highlight your skill sets and how they align with the job role you have applied for. You can clearly state why you want the job and make sure you portray your personality in a way that will be engaging and positive for the reader. Stand out from the crowd and think of innovative ways to approach your cover letter and no matter what always spend time proof reading anything you have written before it's sent.

It's time to write that cover letter, your dream job is out there waiting for you.

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