

# Toll People

## Cover Letter Tips



### Tips for writing a good cover letter

A cover letter is your first opportunity to attract the attention of a potential employer. A good cover letter convinces the reader that you are a serious contender, and that your resume is worth reading.

Highlight your key selling points and encourage the reader to want to find out more about you through your resume.

### Personalised and tailored

Address your letter to the appropriate person, quote the job title, where/when you saw the advertisement and be sure to include the date along with your contact details.

A good cover letter is focused on the needs of the employer. It should express how your unique combination of attributes could add real value. Read the job description carefully so that you can match your most relevant skills, qualifications, knowledge and experience to the job description with clear examples to support your statements.

### What to include in your cover letter

Clearly state why you are interested in the role/company and be sure to address the selection criteria.

Demonstrate how your key skills, qualifications and experience can help the business meet their objectives.

Show how your interests and personal qualities make you the best fit for the job and include your availability for commencing your new role if successful by stating either the notice period you need to provide your current employer or if you are available immediately.

Close by thanking the reader for considering your application.

### Format

A good cover letter uses short sentences, simple language and is clear and concise. It should be between 3-4 paragraphs and no longer than one page.

The quality of your cover letter indicates to employers your attention to detail, ability to communicate and your level of professionalism. Always be sure to check your spelling and grammar.

Although this seems obvious, people tend to miss obvious mistakes when they have been working on a document for so long. It's a good idea to have someone else have a quick read of your cover letter before sending it to a potential employer.

Unless specified otherwise, Microsoft Word is the best program to use. Although other programs may improve the look of your cover letter and Resume, the potential employer may not have the program and therefore may not be able to open your documents.

### Positive, professional

Your cover letter should be written in a professional, friendly and upbeat tone. You need to demonstrate that you are enthusiastic about the role and have a positive attitude towards the company. Sell yourself and your skills in a positive way.

Remember to be concise and to the point and then make a call to action - ask for contact or an interview at the employer's convenience.

### Looking for a job? Speak to us

Call **1300 769 875** to talk to us

