

How to Write a Winning Cover Letter for an Advertising Job

A cover letter is an essential part of any job application. It is normally the first thing that your potential employer will see, even before your CV. It needs to capture the reader and engage them so that they carry on reading your CV and potential application form.

In any job there are vital elements to a cover letter; whichever field you are applying to. If written properly it can make the difference between success and failure. Remember that your address and contact details should be in the top right hand corner.

It is better if the letter is addressed to a specific person as it gives it a more personal touch. If the job advertisement doesn't state who it should be addressed to, it is advisable to call the company or check on the internet who will be dealing with your application. It is normal practice to open the letter stating which job you are applying for. Then an introduction to yourself such as, 'I am looking to pursue a career in advertising as this has always been a passion and of interest to me.' You should highlight that you have artistic capabilities, and good communication skills as both are fundamental in the advertising world.

It is then an idea to explain why you feel you would be good for the job role. You need to finish off the letter on a positive note, stating when you are available for interview and highlighting that they should contact you should they have any further queries.

Beat the rest of the applicants into second place – polish your letter of application using the [Words Worth Reading Ltd CV writing and proofreading services](#).

