

Good Cover Letter, Bad Cover Letter...Examples of how to, and how not to do it!

A Covering Letter that requires some work – How not to do it!

2, Barnaby Close
Springs Green
Christford
WX1 6YZ

Personal Department
ABC Fabricators
Needle Street,
Christford
GH3 4IJ

Dear Sir,

I recently saw an advertisement for a Manufacturing Manager in your organisation and would like to apply for it.

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I am very interested in the post as I am certain it will help me further my career. I have attached my CV which shows that I have worked in similar positions in the past I think I have the necessary requirements for the job and I hope that you will feel the same.

I am available for interview at any time and I will call you next week to arrange the best day and time.

Yours Faithfully,

G. Carter

Points to note:

- There are no contact details other than the address
- The letter is not dated
- The letter starts with Dear Sir and ends with Yours Faithfully
- The letter does not identify where the advertisement was seen or what job reference number is being referred to
- There are spelling and grammar errors
- The emphasis is on how the job will help the individual; not how the individual can help the organisation.
- It is opinionated; i.e. 'I think....'
- The last paragraph is telling the recipient when they will be contacted – this is too pushy
- There is no 'Thank you' prior to signing off
- The letter ends without any reference to the applicants first name

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A good covering letter – How best to do it!

2, Barnaby Close
Springs Green
Christford
WX1 6YZ
01234 567890 (home)
0087654321 (mobile)
Email: gc.dougal@telnet.co.uk

Mrs. D. Smith
Head of Operations
ABC Fabricators
Needle Street,
Christford
GH3 4IJ

21st February 2008

Dear Mrs Smith,

I am writing in response to your advertisement for the position of Manufacturing Manager, job reference MM1273, which appeared in the Sunday Gazette on the 15th February.

I am very interested in the post and as you will see from my CV I have extensive experience in Manufacturing and its related disciplines, having held Senior Management posts in this area for a number of years. I am an energetic individual who is committed to a team based culture and who is familiar with the challenges of business. I am confident that I have the necessary balance of skills and attributes that you are seeking.

I would welcome the opportunity to meet with you to discuss and explore how my experiences and achievements meet your requirements.

Thank you,

Best Regards,

George Carter.

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Points to note:

- The letter is well laid out with all relevant contact details provided
- The letter is dated
- The letter is addressed to a named person and ends with Best Regards (could equally be 'Yours sincerely')
- The letter clearly states where the job advertisement was seen and identifies the job reference number
- There are no spelling or grammar errors
- The emphasis is on what the applicant has to offer to the job and includes additional aspects that may not be in the CV
- The letter is factual and written in a confident manner
- The last paragraph invites the recipient to arrange a follow meeting
- The letter ends with a 'Thank you'
- It is clear who the letter is from