

The Importance of Follow up Letters

When it comes to applying for a job, the majority of us go through the stages of sourcing a job that we are interested in, checking the job description and person specification to make sure we 'fit the bill', sending off our CV and cover letter, or application form, and hoping for that all important interview. And once we've had that interview, what happens? We go home and wait for the all important call to let us know the outcome. This means that we stop selling ourselves once the interview is over, once we have walked out of that door. But there is no need to stop there. With the current economic climate and rising competition for each and every job, you need to try and secure that competitive edge. And this can be done after an interview in just the same way as it can be done before and during. How? Through the power of a thank you / follow up letter.

The most common way of starting a follow up letter is to express your appreciation for the interviewer's time. You then need to follow on from this by weaving in some of the important points that really 'sell' you as an employee:

- Remind the interviewer of all the things that you can do for the company, not what the company can or needs to do for you. Make this very obvious through a couple of strong examples; you want A, I can offer you B.
- Elaborate on any examples that you felt were received particularly well in interview
- Add information to any questions that you feel you didn't fully answer in the interview
- If the interviewer expressed any concerns about hiring you during the interview stage, now is the opportunity to overcome these concerns on paper
- Close the letter by reaffirming your passion and enthusiasm in the company and in the job itself

When it comes to sending out your thank you and follow up letter, think about when the company is likely to make its hiring decision. If it is going to be in a few days time, then sending out the letter via email makes sense, as you can be sure that it will reach the recruiter before they make their final decision. However, if you know there will be more than 7 days before a decision is made, then why not post the letter? Typed out on professional paper, letters received in the post are a rarity, and can make quite an impact.

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