

## Writing a Winning Application Form

When it comes to application forms employers are gaining from being able to directly compare candidates using concise pieces of information. Employers can sort through easily those with the right background, experience and education. Full of benefits for employers, for candidates the job is daunting. How can you say all you want to say, making the impression you want and stand out with only a few lines in which to do it?!

Don't panic, help is at hand! The key is to be economical and concise whilst using evocative language to strengthen your case. Your application needs to be well written, concise, positive and selling yourself.

Your first job, if the application form is on paper is to photocopy it... many times! Putting aside the original and working on copies will enable you to make as many mistakes as you like. Most application forms follow the same headings:

- Personal details (name, address etc)
- Qualifications
- Work experience
- Interests
- Details of your referees
- There may be additional sections to complete such as a personal statement or an equal opportunities monitoring form

Your second job is to analyse the role you are applying for. What skills would you need to demonstrate to the employer in order to satisfy their need to know that you would be good for the job?

Asking yourself questions may help this process:

- What do I know about the job and position within the company?
- What do I have to offer this employer and company?
- Can I be concise about my skills and strengths, especially those that are relevant to the position?
- What might make me a better candidate than any other?

There will be a range of questions to answer about your previous experience and how this is suited to your current role. You will need to be explicit about why you would be the best person for the job, and how you could contribute.

Dos and don'ts

- Do try to make each application fresh with energy and enthusiasm.
- Do make sure that if you are supplied with a persona specification that you demonstrate how you meet each point.
- Do answer the questions on the form fully to do justice to your skills and abilities.
- Do complete the form in draft before writing the final version as errors of spelling or grammar are never impressive.
- Do check before copying it up!
- Do keep applying for different jobs that interest you but be organised about your paperwork, you may not get this one and it's best not to hang around waiting.
- Don't waffle
- Don't be vague give examples where possible.

Remember a badly completed form will probably end up in the bin! So before you hand in the completed article, check your form and better still get someone else to check it too!

Still having problems getting your point across? Words Worth Reading can write your application form for you! Just visit [wordsworthreading.co.uk](http://wordsworthreading.co.uk) and see what they can do for you.