



## WRITING A COVER LETTER THAT STANDS OUT

Cover letters are just as important as your resume, and are a key point in selling yourself for the advertised position. The Cover letter will tell employers the type of position you're seeking and why you're qualified for it.

Listed below are some DO's and DON'T's for the next cover letter you write.



### DO

- ✓ Answer three questions: who are you, why do you want the role and what can you offer?
- ✓ Customise your cover letter by addressing it to the company, referencing the specific role and responding to the challenges and/or opportunities of the position, industry or organisation.
- ✓ Incorporate keywords from the job advertisement in your cover letter.
- ✓ Reference your skills by providing specific examples on how you have developed them from your previous experience.
- ✓ Ensure you address any selection criteria and requirements specified in the advertisement.
- ✓ Capitalise on your uniqueness. What makes your application special?
- ✓ Proof read your cover letter prior to submitting it. A cover letter that contains lots of grammar or punctuation errors looks rushed and unprofessional.



### DON'T

- ✗ Use a generic cover letter. Using a generic cover letter shows a lack of interest and motivation for the role you are applying for and prevents your application from standing out.
- ✗ Regurgitate everything from your resume in your cover letter. Your cover letter is your chance to build a story, provide further detail and sell yourself as the best candidate.
- ✗ Focus on the skills or experience you don't have. Instead, focus on your strengths that are relevant to the advertised position.
- ✗ Drag your cover letter on. A cover letter should be no longer than one page.

