

# CV Cover Letter

Someone once said “**You only get one chance to make a first impression**”. Those words are as true now as they were then.

Yet many people make a terrible first impression every time they apply for a position. There are three golden rules to writing an attention-grabbing cover letter:

1. Remind the recruiter what they're looking for.
2. Tell them you are what they're looking for (how you fit the job description).
3. Demonstrate why you are the best choice.

Keep it that simple. Future bosses and recruiters need to assess candidate suitability in a matter of seconds. They will use your cover letter to make sure you tick-off the job description must-haves and only move onto your CV for more detail if you do.

There are so many different jobs that it is not possible to do an example letter for each one. We have developed a template for you; all you need to do is to *fill in the gaps*.

## Cover letter template:

Dear (*name*)

I'm keen to be considered for the (*job title*) role based in (*location*) as seen (*where seen and ref no if applicable*)

I have (*xx*) years' successful experience as a (*job title*), during this time I have, regularly exceeded targets set. In addition I have....

- (*select sections from job description/advertised role to emphasise your strengths and CV*)
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I would relish the challenge of working for such a high profile company and admire your commitment to customer service. I can assure you that my experience, industry knowledge and track record to date make me a strong candidate for this role.

Please find my CV attached for further details.

I look forward to hearing from you.

Yours *sincerely/faithfully*

J A Smith