



## How to write a cover letter

### A step-by-step guide

A good cover letter will make the hiring manager want to interview you.

After they finish reading it, they should know exactly how you will contribute to the success of their organisation.

This step-by-step guide tells you how to write a cover letter that achieves this goal.

Fill in the table below while you follow this guide. When you get to writing, check out the template and example – they're also in the job hunters' toolkit.

### Step 1: Research the employer

When you add specific details about the employer to your cover letter it means you are interested in them and the job.

Here's what you need to find out about the employer.

- What product or service do they provide? This might be simple – coffees or an app, or more complex – consulting services or ecological assessments.
- What are their organisational values? Hiring managers will be looking for candidates who share these values, so it's important to know what they are.
- What projects or initiatives are they currently running? These guide an organisation's work and often require people with specific skill sets.
- Who will be reading this cover letter? Using the hiring manager's name will connect them with your cover letter straight away.

### Here are some good ways to find the information you need.

- Thoroughly read the job advert.
- Read the employer's website. Find out about their products and services, and other useful information.
- Search for the employer online to find third-party sources like news stories and annual reports.
- Find them on LinkedIn. You can also look at the profiles of their high-level staff.

### **ACTION: Fill out the employer research section of your table.**

**Employer:**

**Position:**

**Hiring manager:**

**Job reference number:**

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Employer research

My relevant experience

Products and services

Organisational values

Projects and initiatives

## Step 2: Identify your skills and experience

Your CV is where you list all of your skills and experience. Your cover letter should focus on those that are the most relevant to the employer.

Start by listing everything you can think of that might be relevant to the job.

**ACTION: Fill out the table below.**

My work experience:

My volunteer experience:

My community activities:

My qualifications:

My technical skills:

My personal skills:

Next, go over your research about the employer from step one.

For each section of the table, decide which of your skills and experience are the most relevant.

**ACTION: Fill out the my relevant experience part of your table.**

By now you should have completed your table.

### Step 3: Write your cover letter

**ACTION: Open the cover letter template in the job hunters' toolkit.**

Now you should have everything you need to write a great cover letter. The template and example will take you through this process.

Before you start, take a minute to think about the goals of your cover letter.

- Make them interested by adding specific details about the employer
- Communicate your value by linking your skills and experience to their organisation
- Tell them your CV is attached to the email.

**ACTION: Use the template and your finished table to write your cover letter.**