

THE COVER LETTER





If you are going to write a cover letter then it needs to be **done with thought and care** as a cover letter can be all too easily be damaging to your chances.

The purpose of a cover letter is to **secure an interview**.
I advise against a general cover letter, it should rather be written to a specific company / person for a specific job spec. A cover letter should **capture the recruiters or employer's attention** and motivate an employer to interview you.



A cover letter can be used to:

- Inform the potential employer of which position that you are applying for;
- Highlight relevant experience, qualifications and attributes for the job for which you are applying and
- Reflect your attitude.



Here are some quick tips for writing a good cover letter:

- Should be addressed to the correct person;
- Should have an introductory paragraph, body, and concluding paragraph;
- The introductory paragraph should explain why you are writing i.e. saw your advertisement...;
- Keep it short and sweet;
- Include keywords: A recruitment agent will scan your cover letter for relevant keywords;
- Keep it simple and professional, typed out without fancy fonts, borders or colours;
- Make sure there are no spelling or grammatical errors;
- At the end of the letter consider requesting an interview in closing;
- Make sure your contact details are on the cover letter as well as on your CV.

A follow-up letter or telephone call after you have sent your CV will be more effective than a cover letter in securing you an interview.



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Thank you!

izzy@edelweissrecruit.co.za
www.edelweissrecruit.co.za
