

Letter of application



Layout

Letter of application = business formal letter, self-marketing tool

- addresses CV to the right person, explains what it is, why you have sent it –

Upper right corner : address of sender
phone number
e-mail address
without name

Layout - continued

Opening greeting

Title

Reference

3 – 4 paragraphs

Closing

Enclosure

Structure

1st paragraph : specify what you apply for indicating source of information about job opportunity

2nd paragraph : Why you are good for the job
[start from experience / studies + development of skills / qualifications]

3rd paragraph : Why you want the job
[focus on professional matters]

4th paragraph : Emphasize availability for interview

Structure - continued

1st paragraph

- ❑ Greet the reader
- ❑ Tell why you are writing / grab reader's attention /
- ❑ Identify vacancy you are interested in
- ❑ Specify kind of work you're looking for
- ❑ Show real interest , remember employer's interest / how you could help them

Structure - continued

2nd paragraph

- ❑ Say what you have to offer, how the employer would benefit from taking you
- ❑ Draw recruiter's attention to 2 – 3 of your key selling points of most interest to them
- ❑ Give concrete information on skills and experience +info.
- ❑ on your major achievements : choose points of particular interest to company

Note: all claims should be backed up with evidence in CV

Structure - continued

Final paragraph

- set scene for next stage, i.e. attend an interview-

Indicate willingness to be interviewed

Make it easy for future employer to contact you
(telephone no., fax or e-mail address)