

Your best cover letter

Meeting the requirements as advertised for any job opportunity is vital, but perhaps more so is your cover letter.

When submitting an application, it may seem easier to be generic and dive into iterating your interests and qualities as a hard worker, but it is worth considering that most applicants may have a similar letter to yours, and that focussing on “why you” might be more valuable.



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Follow these steps for a stellar motivation letter:

1

Be specific

Specify what you are applying for and why you are interested in working for the company. This shows you have done your research on the organisation.

2

Introduce yourself

Say who you are and what you are studying, what you are interested in and what you consider to be your strengths.

3

Why you?

Provide any information applicable to the position – academic excellence, family background, leadership qualities, interests outside of studies, your vision for the future or your reason for being interested in the company.

4

Show gratitude

In closing, thank the reader for the opportunity to be considered. This indicates that you respect their time and effort.

5

Reread it

Pay attention to detail: ensure that the letter makes structural sense and is without grammatical errors. Enlist someone you trust (and that will give their honest opinion) to read through it before you submit.

6

Do a final check

Confirm that your letter:

- ✓ is consistently addressed to the correct person or company
- ✓ genuinely reflects you
- ✓ is not a template from the internet
- ✓ states the position for which you are applying
- ✓ clearly states how to contact you for further information