

A cover letter is an advert for your CV. Since it is usually read before your CV, it should be captivating enough to hold the attention of the reader. A cover letter should be seen as an excellent opportunity to communicate directly to the recruiter and a useful way to demonstrate their suitability for a job.

## **Tips to follow before writing a Cover Letter**

### **1. Do a little Research First.**

Before writing a cover letter, find out more about the company and the specific job you want. Check out the company's website, its social media pages and employee profiles on LinkedIn. Find out what challenges the company is currently facing and how your role would help address those.

### **2. Emphasize your Personal Value.**

Since the recruiter is looking for people that can help them solve specific problems, you should draw on the research you did earlier, show that you know and understand what the company does and some of the challenges it faces. After taking note of the problems, talk about how the experience has equipped you to meet those need and solve them.

### **3. Keep it short**

The most popular advice out there in relation to a cover letter is to keep it under a page. It should be brief enough that someone can read it at a glance.

We have collated some sample cover letters you can use as a starting point for your own job applications. Whether you are a tertiary graduate or you have 10 years experience, one of these samples will suit your needs.

## SAMPLE 1

Dear Hiring Manager,

I am writing to express my interest in your Customer Services vacancy that was advertised yesterday on the [www.jobberman.com](http://www.jobberman.com) website.

After reading the job description, I feel that your needs and my abilities are a perfect match. With a consistent track record in achieving a broad range of goals throughout my career, I am convinced that I have the required skills and experience that would greatly benefit your company. I possess a variety of competencies that set me apart from other candidates. Chief amongst these is my ability to quickly establish a good rapport with customers, and my skill at increasing revenue through up-selling and cross selling promotions.

Presently, I am working in the Customer Service department of Richards Furniture Store. My time there has equipped me with a multitude of skills;

- Helping customers find what they want and clearly explaining anything they need to know.
- Developing superb judgement, diplomacy and tact when dealing with all customers.
- Being able to quickly identify all sales opportunities.

I have enclosed within this letter my CV for your review and consideration. From it, you will be able to see that I have played a crucial role in professionally representing my current employer, and in building relationships with the company's customers. However, what my CV cannot illustrate is my self-motivation, enthusiasm and ability to be a positive team player who strictly adheres to all Standard Operating Procedures and company guidelines.

Right now, I am interested in expanding my professional horizons and in seeking new challenges in the world of Customer Service. I would greatly welcome the chance for an interview, where we will have an opportunity to discuss not only your company's top priorities but also the performance you can expect from me.

Yours sincerely,

Jack Robinson

## SAMPLE 2

Dear Hiring Manager,

In reply to your recent advertisement for the position of Graduate Financial Advisor on [www.jobberman.com](http://www.jobberman.com), I would like to be considered for this vacancy and enclosed is my CV for your review.

I recently graduated with honours in Accounting & Finance from the University of Lagos. Whilst studying there I also worked part time as an Office Assistant with a mortgage company, where I gained valuable knowledge providing tailored financial advice, products and services to clients in the medical, dental, legal and teaching professions. This combination of working whilst studying has given me both the theoretical and practical knowledge needed to hit the ground running in any future position I take up. I now have a wide breadth of experience of the type that gives potential employers the flexibility to place me in a broad range of demanding situations, with the confidence that I will undertake my duties professionally and effectively.

As the position with you is predominantly in financial advising, I am confident that I can make a substantial contribution to your company. I work well under pressure and carry out tasks in a thorough, precise manner. Some of the key strengths I can offer you include:

- Excellent communication skills
- Identifying and implementing strategies to meet objectives.
- An understanding of the regulatory, financial & risk contexts in which financial advisors operate.
- Drive and determination to exceed set targets.

While it is early in my financial career, you will find that I exhibit a powerful combination of proven ability, expertise, solid communication skills, and extensive hands on experience. I would also like to state that I have researched your company and was very impressed with its reputation not only amongst your competitors but also with the public.

I look forward to the opportunity to meet with you to learn more about your firm, its plans and goals, and how I might contribute to its continued success.

Yours sincerely,

Jack Robinson.

## SAMPLE 3

Dear Hiring Manager,

I am writing to express my interest in the ..... position that is currently available with your company. I believe I am perfect match for this role.

My passion for the ..... sector is equally matched by my experience in it, and I am confident that I can help your company meet any challenges it faces in the future. I am presently employed as a ..... with....., where I have gained a reputation not only for my impressive work rate and integrity but also for my ..... skills. The attached resume will provide a more complete overview of my accomplishments. However what it may not show is that I am a self motivated individual, who is able to perform well under pressure & who can bring to the table solid capabilities in areas such as ....., & .....

Currently I am looking to join an exciting and ambitious organization such as yours; therefore, I would like to arrange an interview with you so I can explain in more detail the contribution I can make to your company.

I appreciate you taking the time to review my credentials and I would like to thank you for your time and consideration.

Yours sincerely,

Jack Robinson.

## SAMPLE 4

Dear Hiring Manager,

Your company recently posted an opening for a ..... on the ..... website, for which I am enthusiastically applying.

I am an experienced ....., who is flexible, adaptable and able to manage multiple priorities at the same time, all of this makes me believe that I would be a strong candidate for your vacancy. As a driven individual who wants to progress, I am now looking to work in an energetic and performance-driven environment where talent is not overlooked. I feel your forward thinking and exciting company is a natural place for a hard working team player like myself who is forward thinking, fully accountable and resilient.

With my present employer, where I have worked for the last ..... years, I am renowned for being able to motivate, mobilize, and coach my fellow colleagues to meet high performance standards. I can easily work with others in a professional manner while attempting to achieve a common goal, and would like to highlight my key strengths in areas such as ....., ..... and ..... Apart from my record as a professional ..... which speaks for itself, I am a sociable person who has a natural ability of talking to, and building relationships with, all kinds of people. I also consider myself to be a personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.

One of my strongest points is my self-motivation, which allows me to perform well under pressure and against aggressive deadlines in any pressurized environment. Being a highly analytical thinker, I am able to quickly identify, scrutinize, improve, and streamline complex work processes.

My enclosed resume will provide you with details of my background, experience and what I have to offer. I look forward to calling you in a few days' time to arrange an interview with you at a mutually convenient time. Thank you for considering my application.

Yours sincerely

Jack Robinson

## SAMPLE 5

Dear Ms Williams

I was very excited to see your vacancy for a ....., which was advertised yesterday on the [www.jobberman.com](http://www.jobberman.com) website. I am a well qualified ..... who would be an excellent choice for this position.

I have an ability to grow with a job, handle responsibility and build positive relationships with work colleagues at all levels. My present employer is very satisfied with my work rate, and I am confident that I can bring the same level of high performance to your company.

Beyond that which is already mentioned in my attached resume, I am someone who knows how to set goals and achieve them, and have a proven track record of being able to conceive, develop & execute strategies. I feel certain that my strong ....., skills coupled with my ability to ..... will be of immediate value to your company.

I very much hope that you will look favorably upon my application by recognizing my enthusiasm, talents in the field of ..... and my future potential. I would dearly like to further discuss the scope of this position, with you in person, and would welcome the chance of a meeting.

Thank you in advance for your time and consideration.

Yours sincerely,

Jack Robinson.

## SAMPLE 6

Dear Mr David

Your advertisement for a ..... caught my eye, and as I appear to be a perfect match for this position I am eagerly applying for the vacancy.

As an accomplished ..... with over ..... years experience in the field of ....., I am well positioned to join your company and make an immediate positive impression. My key areas of expertise include, but are not limited to the following;

- A solid background in....., and .....
- Possessing a convincing track record of .....
- Having a well-deserved reputation for..... and .....

I believe that my skills, experience, and reputation for excellence can greatly enhance your company's already impressive performance.

I have a proven track record of responsibility, integrity and commitment to company objectives. I am comfortable working independently or as part of a team, and I firmly believe that your needs and my skills are an excellent match. In addition to all of these, I possess impeccable personal and work references which I can present to you when we meet.

Thank you for taking the time to consider my application. I look forward to calling you in a few day's time to arrange an interview at a mutually convenient time.

Yours sincerely,

Jack Robinson

## SAMPLE 7

Dear Ms Armstrong

I would like to propose my candidacy for your position of ..... which was advertised on the [www.jobberman.com](http://www.jobberman.com) website today.

I am a highly talented and experienced ....., with an extensive background in....., and am currently employed as a ..... With my practical experience and long track record of success I am confident that I can become a top performer at your company. My long term career goal is to continue to learn and grow my specialist skills and abilities, whilst utilizing my experience, knowledge and skills to benefit any employer I am working for.

I invite you to review my attached resume, which will show you that I am a capable and professional individual who is able to perform to the highest standards in areas such as ....., ....., and ..... The foundation of my achievements to date lies in my ability to organise my time effectively, prioritise tasks, and use my initiative to come up with solutions to problems.

I am available for an interview at any time, and should you require any further information then please do not hesitate to contact me. In the meantime I thank you sincerely for taking the time to read my application, and I very much look forward to an opportunity to speak to you in more detail regarding this position.

Yours sincerely

Jack Robinson



## SAMPLE 8

Dear Ms Benn

Please find enclosed my resume in response to your advertisement yesterday on the ..... website for a .....

As a skilled ..... I am looking for exactly this sort of position, with a reputable company like yours, where my abilities will not only be recognized but also rewarded. After reading the job description I am convinced that my background, work experience and qualifications all combined make me suitably qualified for your specific requirements.

I am very confident that I can make a immediate and significant contribution to your company's operations in the areas of ..... and ..... I would also bring to your position and company an ability to not only work hard, but also identify areas where performance improvement is needed. On top of this I have considerable experience in the fields of ....., ..... and .....

For the past .... years I have worked for ..... as a ..... With my present employer my achievements range from setting up a ....., right through to being in charge of the ..... I would also like you to know that I work well with other people and consider myself to be a strong communicator, presenter and also listener.

You will find me to be a reliable person who has a professional, calm and honest approach to all work related matters. Technically minded and with good problem resolution skills, I am able to work effectively in fast paced and ever changing environments.

Please refer to the accompanying CV for more detailed information regarding my abilities and skill sets.

If this brief account of my competencies intrigues you enough to invite me for a interview please contact me at your earliest convenience.

Yours sincerely

Jack Robinson

## SAMPLE 9

Dear Ms Cunningham

I would like to propose my candidacy for your position of ..... which was advertised on [www.jobberman.com](http://www.jobberman.com)

I am enthusiastically applying for this post because I firmly believe that a combination of my natural ability, technical expertise and work experience all make me an ideal candidate for this role. As a talented ..... I am intimately familiar with key fields such as ..... and..... I would also bring value to a company like yours through my experience in the ..... sector, and my positive 'can do' attitude.

For the past ..... years I have been employed in a busy role where I am required to ....., this is exactly what you have requested in your job advert. Furthermore, I would like to state that I am keen to join a winning team and reputable company like yours, where I will be able to develop useful skills that will be of great value to me later on in my career. Another reason for my application is that your company excels at ....., a field that I would like to enter into.

I consider myself a productive worker with a solid work ethic who exerts optimal effort to ensure all tasks given to me are completed on time and to the highest standards.

My strengths include, but are not limited to the following;

- A motivated self-starter who takes the initiative, and who can work with minimal supervision.
- Being committed to providing a superior service to any company I work for.
- Fully computer literate with extensive software knowledge and proficiency covering a wide variety of applications.

Greater details of my accomplishments and achievements can be found in my attached resume. I am available for interview at any time and can start work at short notice.

Thank you for the time you have taken to consider my application, and I eagerly look forward to hearing from you.

Yours sincerely

Jack Robinson