

# Build & Customise a Cover Letter



**Phase:Refine**

## **Session Objective:**

For the participant to understand how to build, tailor and customise their cover letters for job applications

## **Outcome:**

The participant will better understand how to write and tailor a cover letter to the job they are applying to, and the purpose it serves in a job application.

Session Objective:	For the participant to understand how to build, tailor and customise their cover letters to jobs they are applying to.
Task:	For the participant to complete this session and utilise our App's Cover Letter builder to create their base CV.
Outcome:	The participant will have a better understanding of how to write and tailor a cover letter to the job they are applying to, and the purpose it serves in a job application.
Potential Discoveries:	<ul style="list-style-type: none"> <li>• The participant will understand how to decode a job advertisement and pick out the key elements they need in a cover letter.</li> <li>• The participant will understand what elements of their cover letter they need to tailor going forward.</li> <li>• The participant will become more confident navigating the app.</li> </ul>
Ideas for follow up activities:	<ul style="list-style-type: none"> <li>• For the participant to begin exploring roles that fit their needs, values and circumstances, to begin tailoring their CV.</li> </ul>

# Decoding a Job Description

Keywords are crucial for your job search success because they act as a bridge between your skills and the employer's needs.

- **Employers widely use Applicant Tracking Systems (ATS) to screen resumes efficiently. These sophisticated systems scan applications for specific keywords and phrases mentioned in the job description.**
- **By strategically incorporating these keywords into your CV and cover letter, you significantly increase the likelihood of your application passing through the initial screening process. This ensures your application reaches the hands of a human recruiter for further consideration.**
- **Using keywords effectively demonstrates a strong understanding of the employer's needs and highlights your relevant skills and experience. It showcases your attention to detail and your ability to tailor your application to specific requirements.**

Essentially, keywords are essential for making a strong first impression and ensuring your application stands out from the competition in today's competitive job market.

# Decoding a Job Description

Take the job description you are looking to apply for and extract the below information to help you in tailoring your cover letter:

<b>Job Title</b>	
<b>Company Values</b>	
<b>Company Mission</b>	
<b>Key Responsibilities &amp; Duties</b>	
<b>Essential Responsibilities &amp; Duties</b>	
<b>Desired Skills &amp; Experience</b>	
<b>Required Qualifications or Education</b>	
<b>Key Words</b>	

# App Cover Letter Builder

From the home page of the app, click career tools from the menu at the top, and select Cover Letter builder from the drop down.

The screenshot shows a menu bar with 'Home', 'Career Pulse', 'Assessments', and 'Career Tools' (highlighted in red). Below the menu are six items: 'CV360' (Score your CV against 50+ checks), 'CV Builder' (Create an expert CV based on employer requirements), 'Interview360' (Practise your interview technique and get instant feedback), 'Cover Letter Builder' (Create a compelling cover letter quickly & easily, highlighted in red), 'Elevator Pitch Builder' (Create a 60-second summary about you to engage your listeners), and 'Assessment Centre Tool' (Find out everything you need to know about assessment centres).

On the first page, the Cover Letter builder will give you the option to either start writing your cover letter or learn more about what they are and what they are used for. We are going to look only at creating the cover letter in today's session, but please take the time to explore the *learn more* page when possible.



# Navigating the Cover Letter Builder

This is the home page. The cover letter builder as a whole will talk you through step by step what you need to do until you are able to download your own cover letter. The home button is the page below. You can either click 'Next' to go to the first section of the cover letter builder, or click 'Sections' to see the 4 sections and choose which one you would like to begin with.



## BUILD YOUR COVER LETTER

The Cover Letter Builder is made up of 4 sections. Work through the sections using the *Next* button from the menu on the left or click on the *Sections* button to reveal all the sections.

Once you're in a section the *Examples* and *Power Words* buttons are revealed. To move or go back to another section either use the arrow buttons or click on the *Sections* button again.

The *Review* button lets you check, save and print your cover letter. Please note that if you exit the builder without saving, your letter will not be saved.

Click on *Home* to go back to the main menu where you can learn more about cover letters.

Click *Next* to begin or open the *Sections* menu.

# Sections

Within the cover letter, you will need to complete 4 sections. Remember to use your decoded job description to include all of the key words you have identified.

1. Introduction and interest
2. Why you fit
3. Provide more detail
4. Next steps and close

This button will take you to the four sections.

Click here to see an example of the section you are on for reference.

Click here for power words to use within your letter to attract employer attention.

Use these buttons to navigate between the sections.

1 INTRODUCTION & INTEREST

Start your cover letter with 'Dear' and use their name.

Don't start with 'Dear Sir/ Madam' - it's too formal and looks untargeted. 'To whom it may concern' is just as bad. If you don't know their name, find it out.

Or at the very least address it to the role of the person you are hoping to contact, e.g. 'Dear HR Manager.'

Dear [Hiring Manager name],

I am writing to express my enthusiastic interest in the Junior Marketing Assistant position at Green Leaf Organics, as advertised on [Platform where you saw the job posting]. Having closely followed Green Leaf Organics' commitment to sustainable agriculture and providing high-quality organic produce to the community, I am deeply impressed by your company's values and mission.

Click the tabs at the top of the CV builder to navigate through the CV sections:

# Review

Once you have entered the detail of your cover letter, you will then be taken to this page to review the cover letter in one piece. Then click on the Green Tick.

Dear Helen, I am writing to express my enthusiastic interest in the Junior Marketing Assistant position at Green Leaf Organics, as advertised on Indeed. Having closely followed Green Leaf Organics' commitment to sustainable agriculture and providing high-quality organic produce to the community, I am deeply impressed by your company's values and mission.

My passion for sustainable living aligns perfectly with Green Leaf Organics' commitment to a healthier and more sustainable future. In my previous role at Middlesex Farmers Market, I gained valuable experience in social media management and event planning, successfully increasing social media engagement by 15% within two months. I am confident that my creative skills, combined with my enthusiasm for your company's mission, make me a highly suitable candidate for this role.

I also possess strong organisational skills, demonstrated by my ability to coordinate and execute successful market events, including vendor recruitment, logistics planning, and on-site customer engagement. I am a highly motivated and results-oriented individual with a strong work ethic and a genuine passion for promoting healthy and sustainable living. I am confident that I can make a significant contribution to your marketing team and the success of Green Leaf Organics.

You can click here to check the word count of your cover letter to check it isn't too short or long.



You can click here print or save the cover letter.



Dear Helen, I am writing to express my enthusiastic interest in the Junior Marketing Assistant position at Green Leaf Organics, as advertised on Indeed. Having closely followed Green Leaf Organics' commitment to sustainable agriculture and providing high-quality organic produce to the community, I am deeply impressed by your company's values and mission.

My passion for sustainable living aligns perfectly with Green Leaf Organics' commitment to a healthier and more sustainable future. In my previous role at Middlesex Farmers Market, I gained valuable experience in social media management and event planning, successfully increasing social media engagement by 15% within two months. I am confident that my creative skills, combined with my enthusiasm for your company's mission, make me a highly suitable candidate for this role.

I also possess strong organisational skills, demonstrated by my ability to coordinate and execute successful market events, including vendor recruitment, logistics planning, and on-site customer engagement. I am a highly motivated and results-oriented individual with a strong work ethic and a genuine passion for promoting healthy and sustainable living. I am confident that I can make a significant contribution to your marketing team and the success of Green Leaf Organics.

# Adding Multiple Entries

The CV builder will save multiple entries for education, work, skills, interests, references and other. When you click save, you can repeat the process of adding a new entry into the CV by filling out the fields again.

When you click on the print / save button, you will need to click on the download button if you wish to put the cover letter into a word document.



Print Page - Google Chrome  
jobs22.careercentre.me/elearning/CoverLetterBuilder\_C287A8EB-C976-4932-9132-F43681F97584/print.aspx?&Q1=...  
20 January 2025

Dear Helen, I am writing to express my enthusiastic interest in the Junior Marketing Assistant position at Green Leaf Organics, as advertised on Indeed. Having closely followed Green Leaf Organics' commitment to sustainable agriculture and providing high-quality organic produce to the community, I am deeply impressed by your company's values and mission.

My passion for sustainable living aligns perfectly with Green Leaf Organics' commitment to a healthier and more sustainable future. In my previous role at Middlesex Farmers Market, I gained valuable experience in social media management and event planning, successfully increasing social media engagement by 15% within two months. I am confident that my creative skills, combined with my enthusiasm for your company's mission, make me a highly suitable candidate for this role.

I also possess strong organisational skills, demonstrated by my ability to coordinate and execute successful market events, including vendor recruitment, logistics planning, and on-site customer engagement. I am a highly motivated and results-oriented individual with a strong work ethic and a genuine passion for promoting healthy and sustainable living. I am confident that I can make a significant contribution to your marketing team and the success of Green Leaf Organics.

**Please ensure any next steps or follow-up actions that have been identified within this session are detailed within your participant's action plan.**