

WHOSRECRUITINGDIRECT.com

Communicate

GOING FISHING AND WRITING AN EXCEPTIONAL COVERING LETTER

If you find a job listing that you think would be right for you then you must make sure when you apply that you let the employer know you are right for them too. To make sure you fit, re-read the advertisement. Who is the company and what do they do? Researching the company helps you to see whether you think the company is right for you, as well as telling you a bit about them.

What is the title of the job you are applying for, what are the duties and what qualifications or experience will you need? What are the hours? Will they fit with your work/life balance? What are they paying? Are there any additional benefits for working with the company? Write a checklist of these so that you are clear in your mind about the job before you start writing your application. Make sure you address each of these points.

If you are asked to fill in an application form online, then you must follow the instructions. Some people ask you to download a form and mail it. Can you type it or do you have to handwrite it? Write a draft first so you don't make mistakes. Answer all the questions, and that means accounting for all your time. If, for example, you worked at home for a while, be honest and mention it. Mention all your skills – even those learned outside school or work. Give the employer as much information as you can so they have no unanswered questions about you. Make sure too that you have answered every question.

Whether you apply online or via mail, you will need to include a covering letter which introduces your application. People say that you form a first impression within seconds, and it is the same with covering letters. You have ten seconds to impress the person reading your application, so your covering letter should not be longer than a page. Draft your letter first too. Be aware that you are unique so you must let them know what is special about you – above the hundreds of others who may be applying. Make it personal and be positive about yourself. Explain why you are the perfect fit. Then tell them you will be happy to meet them to discuss your application, and follow that up when you say you will.

The process is like going fishing and you are in charge of the hook.

The following page has an example of a baiting letter:

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LETTER EXAMPLE

Dear *[Add Name]*

Job reference: D654 – Sales Manager, Who’s Recruiting Direct

I saw with interest that Who’s Recruiting Direct is advertising for a Sales Manager. I believe your company can use the excellent sales skills I have gained over ten years in the industry.

My previous employment saw customer loyalty increase, thanks to my sales team. Customer loyalty always rises when you have the right person representing you and I am that person. I am an excellent motivator, able to build morale, increase my team’s self-confidence and their people skills. I have a track record of training my team to always be knowledgeable and personable so they win the sale.

I have included my CV so that you can get a more complete idea of my superb skills and experience.

I would like to meet you to discuss my suitability in more detail and I will call your office next Thursday to discuss this. Thank you for your time.

Your sincerely,

[Sign & Add Name]

Phone: *[Add number]*

Email: *[Add Email Address]*

Mobile: *[Add number]*