

Cover letter dos and don'ts

Some employers will ask for a cover letter as part of the job application. Here are a few things you should and shouldn't do when it comes to writing your letter.

Do

- ✓ Address the hiring manager by name, if you know it
- ✓ State the specific role you're applying for
- ✓ Write in first person (using I and my)
- ✓ Use the language from the job description
- ✓ Give examples
- ✓ Match the style to your CV
- ✓ State what you want to happen next (the call to action)

Don't

- ✗ Go over one page of text
- ✗ Undersell yourself
- ✗ Use a huge or tiny font
- ✗ Use lots of long sentences
- ✗ Say what you're good at without examples
- ✗ Use clichés and overused phrases
- ✗ Use the same cover letter for more than one application