

Exploring Application Letters



Application letters introduce you to a prospective employer and should always be included when you send a resume. As your cover letter is the first thing an employer will see, it should be brief and interesting to make sure your resume will be read.

A cover letter should illustrate how your skills and experience match the requirements of the company, and portray you as the perfect fit for the role. For this reason, you cannot design a standard letter to cover every advertised job, although you can make your letter versatile so that changes can be made for each employer who will read it.



Here some tips on preparing a great covering letter:

- Keep to the point, be sure to tell the employer how great you are in relation to the specific skills and attributes that they are looking for.
- Keep it simple and under one page in length.
- Be sure to 'mirror' what they are asking for in the job advertisement and tailor a cover letter for every job you apply for.
- Use positive and upbeat language to keep the reader interested.
- Do some research on the company first, a bit of background knowledge will add substance to your letter.
- Ensure spelling and grammar is spot on.



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Practically speaking, there are two types of cover letters: one is in answer to a specific advertisement and the other is an letter of enquiry to an employer who does not expect your resume.

Example Job Advertisement

OFFICE ADMINISTRATORS

Smith Products currently has a position available for an experienced office administrator. To be successful in this role you must be able to demonstrate:

- Time management, being able to work under pressure and to deadlines.
- Ability to work with people on a professional level.
- Strong communication skills.

For more information, contact:

John Smith
(XX)XXXX XXXX

Example 1: Response to Job Advertisement

John Smith
Human Resources Consultant
Smith Products Limited
GPO Box 1111
BRISBANE QLD 4000

Dear Mr. Smith,

Your advertisement in the Brisbane Courier Mail for an office administrator, seems to perfectly match my background and experience. I have enclosed my resume which summarises my qualifications.

I have over six years' experience in office administration, and am accustomed to a fast-paced environment where deadlines are a priority and handling multiple jobs simultaneously is the norm.

Ideally, this position will make optimal use of my excellent people skills and demonstrated ability to motivate staff.

I also have extremely good oral and written communication skills with a typing speed of 55wpm.

I would welcome the opportunity to meet with you for an in-depth interview. Thank you for your time and consideration.

Yours sincerely,

Jane Thompson
Telephone: (02) 1234 1234
Email: janethompson@xyz.com.au

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Example 2: Cold Canvas Cover Letter

John Smith
Human Resources Consultant
Smith Products Limited
GPO Box 1111
BRISBANE QLD 4000

Dear Mr. Smith,

As an accomplished professional with over six years experience in office administration, I believe that I have unique talents that could benefit your organisation. With this in mind, I have enclosed for your review a resume that briefly outlines my professional history.

Some of the key capabilities I can bring to Smith Products Limited include:

- Accustomed to a fast-paced environment where deadlines are a priority and handling multiple jobs simultaneously is the norm.
- Excellent people skills and demonstrated ability to motivate staff.
- Exceptional accounting skills.
- Good oral and written communication skills.

I am confident that my knowledge and expertise would allow me to deliver successful results for your company. I would enjoy speaking with you in person to discuss how I can best serve your needs.

Thank you for your time and consideration. I look forward to talking with you soon.

Yours sincerely,

Jane Thompson
Telephone: (02) 1234 1234
Email: janethompson@xyz.com.au

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Ten tips to great cover letters

- 1.** Always include important information. Your name, address and telephone number (including area code) should be easily visible on every cover letter you send.
- 2.** Address your letter to a specific person within the company. If necessary, call for a contact name.
- 3.** There's no such thing as a "one size fits all" cover letter. Make sure you tailor your letter to the needs and the requirements of the company.
- 4.** Express your interest in the company, and illustrate how you are the best possible person for the role.
- 5.** Describe your skills as they relate to the job. It is often a good approach to relate your skills to the requirements outlined in the job description. Remember to use "action" words.
- 6.** Always proofread and spell-check your letter before sending it out.
- 7.** Avoid negative words and phrases. Instead of "If you decide to proceed", use "When you decide to proceed".
- 8.** Be positive, brief, and use natural language as though talking to a real person.
- 9.** Thank the reader for their time and attention to your letter.
- 10.** Always request a response or an interview.



For more information about writing a cover letter and other useful resources visit konektemployment.com.au

