

# Top Tips for Writing a Persuasive Cover Letter

To give your job application the best possible chance of success you need to know how to write a relevant and concise cover letter.

## First Paragraph

The opening statement should set out why you're writing the letter. Begin by stating the position you're applying for, where you saw it advertised and when you are available to start.

## Second Paragraph

Cover why you're suitable for the job, what attracted you to this type of work, why you're interested in working for the company and what you can offer the organisation.

## Writing Strong Statements

Saying you are knowledgeable means nothing to the hiring manager. You have to **prove** it. For example:

### Experienced

*Weak*

"I am experienced using equipment in the workshop."

*Strong*

"I have extensive experience working on lathes, milling machines and on the forge."

### Knowledgeable

*Weak*

"I have an understanding of engineering principles."

*Strong*

"Through my engineering course, I have developed a clear understanding of engineering principles."

## Be concise

Ideally a cover letter should take up one full page, but don't keep repeating yourself just to fill the space.

## Tailor to the organisation

You should rewrite your cover letter every time you apply for a position in order to target the individual company.

## Check your spelling

Never just rely on spell-check to pick up every mistake. Print off your cover letter and double-check for spelling.

## Identify your USPs

They're your unique selling points. Be positive about what you have to offer and clearly outline your skills and experience.

## Include examples

Back up the claims in your cover letter with real examples that show how and when you've used your skills.

## Letter Format

Set your cover letter out as a formal letter, set out with your personal address and the company's address. Always try and address your cover letter directly to the person who will be reading it. Bear in mind that you're more likely to receive a reply if you send it to the right person.

## Third Paragraph

Highlight relevant experience and demonstrate how your skills match the specific requirements of the job description. Summarise any additional strengths and explain how these could benefit the company.

## Last Paragraph

Use the closing paragraph to round up your letter. Reiterate your interest in the role and indicate your desire for a personal interview. Now is the time to mention any unavailable dates. Finish by thanking the employer and say how you are looking forward to receiving a response.

106 Dalton Avenue,  
Birchwood,  
Warrington,  
WA3 6YD

Katie Gilbert  
4 Thorney Close,  
Warrington,  
WA1 2LS  
T: 01925 737067  
E: katie.gilbert@email.co.uk

1<sup>st</sup> December 2019

Dear Mrs Sessions,

I would like to apply for the position of Mechanical Design Apprentice at Cavendish Nuclear as advertised through the UTC Hub. I am a final year student studying a BTEC Extended Diploma in Engineering at UTC Warrington.

I have always had a keen interest in solving complex problems, which influenced my decision to study engineering at college and participate in a range of technical extracurricular activities. I am an active member of the STEM Ambassadors Club where I help arrange events, meetings and talks for local primary schools. I have strong communication skills that I have been able to develop whilst at college and through my part-time job. My part-time job has enabled me to work closely with members of the public and my participation in STEM Ambassadors Club has developed my leadership skills through delegating appropriate roles and responsibilities to each team member for the primary engineering challenges we have supported.

From my engineering studies I have developed many skills which I am able to contribute to the job role. My experience of project based learning in a number of engineering challenges has enabled me to develop excellent communicational skills (both written and verbal). These skills allowed me to comfortably interact with a number of employees from different engineering sectors. I have developed my public speaking and presentation skills through completing college presentations to new and prospective students during Open Events. I am organised, efficient and strive to complete any challenge given to me to the highest standard.

Attached is a copy of my CV. I am able to provide the names of referees who will support my application. I am keen take my first steps on the career ladder and gain experience working for Cavendish Nuclear.

I look forward to hearing from you.

Yours faithfully,  
Katie Gilbert