



Top Dog CV

CV WRITING
SERVICE

5 Tips to create a hard-hitting covering email / letter



*‘Creating professional CVs that help
change lives by securing more
interviews, earn more money and
reach your potential’*

Your covering email / letter is your opportunity to show that you are different from everyone else. A chance to get a little bit personal & stand out from the crowd.

When CVs are very similar and an employer is finding it hard to differentiate, they will often use the applicants covering email / letter to decide.

So, here we go - our top tips...

1. Make it personal

None of this, *Dear Sir or Madam or FAO: The Hiring Manager*.

Find out the recruiter's / hiring manager's full name. Google the company. Go on LinkedIn and if you struggle, call the company, and ask.

Whatever you need to do, find it out and use it!

2. Tell them why you want to work for them

Make sure you tell them what it is about their company & the role that excites and inspires you.

Check out their news pages. How did the company start? Make sure that it is bespoke just to them and not a generic covering email / letter sent to 100 companies, hoping one will bite.

Make them feel special & that they are the only company you are approaching. Plus, why you want to work for only them, at this moment in time.

3. Why should they pick you?

Make it clear why you are suitable.

Pick out the 3 main attributes that are most important for this role. You'll need to put yourself in their shoes and think like them.

Provide one example of each but keep it short & snappy.

4. Be brave & show passion

Remember, you want to make it personal, stand out & get attention.

Maybe replace the phrase *would like to...* with *would love to...*

It's your covering email / letter, so you need to use the language that is real for you. But be yourself but be brave & show passion.

5. Get them to like you

To build rapport, the best way to finish your email / letter, is to leave them with the feeling that they like you.

Wish them all the best with the hiring process.

Sounds obviously simple, but very few people do this. It goes a long way. Much more powerful than just - I look forward to hearing from you.

Now, go & grab their attention and make sure, you make the short list



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