

MDXworks presents:

## The outstanding Cover Letter / Email template:

### If you're applying by email:

- Think of your email message as your cover letter: it should introduce your CV.
- It's a common mistake to forget to attach your CV. Attach your CV before you do anything else.
- Give your attached CV a suitable filename that includes your full name (don't just call it 'My CV!').
- In the 'subject' field, include your name, what you're applying for, and any reference number for the role, e.g. *William Worksworth, application for Employability Adviser, Ref: CG07*.
- Your contact details should go at the bottom of your email, below your signature.
- Only after you've finished your letter and checked it, should you put the recipients email address in the 'To' field (in case you accidentally hit 'Send' before you're ready).



### If you're applying by post (skip this bit if you're sending an email):

Put the recipient's name and address in the top left and put your name and address in the top right. Date your letter (with the date you are sending the letter). Put the date beneath their address. You don't need to give your letter a title. Sign off your cover letter with 'Yours sincerely' and your name.

Dear Peter Griffin,

**Address your letter / email to a person**, rather than *'Dear Sir / Madam / Other'* or *'To whom it may concern'*. Try to find out the name of the relevant person, if it's not in the job advert (search for a name, call the company, look on their site – this will set you apart from other candidates).

I am very keen to apply for the position of 'Employment Coach' advertised on Indeed.co.uk (ref: CG07). Please find a copy of my CV attached.

**Get straight to the point**. In the first couple of lines explain what you're applying for and that your CV is attached.

I recently graduated from Middlesex University with a 2:1 BA Hons. Degree in Education Studies. I have relevant experience, having completed a summer work placement as an Employability Adviser at MDXWorks, supporting students and graduates to develop their employability skills through 1-to-1 or group coaching.

**Outline your background**. You might like to take inspiration from your Personal Profile on your CV.

**Avoid generic statements that could apply to anyone**. Every applicant will be *'a hardworking individual with good team-work and communication skills, keen to contribute to the success of the business'* so say something original.

During my work experience placement I developed good knowledge of job-searching, applications, CVs, cover letter, interviews and assessments. I have excellent attention to detail which I've demonstrated when proof-reading application documents, such as CVs or cover letters. I have strong communication skills, I am confident in providing written or verbal feedback in a constructive manner, helping students to make improvements.

**Mention your relevant skills, achievements or experience**. Look at the job description to see which skills and experience you should talk about. Keep it relevant: If they want a candidate with a good eye for detail who can work under pressure, then why tell them you're a creative person who loves learning new things?

**Be interesting**. Ensure you include achievements which went beyond just doing your day-to-day job.

Previously I have worked as a receptionist / administrator in a busy health clinic, which has given me valuable customer service and organisation skills, as I handled a range of complex queries, including complaints, on a daily basis, resolving them in a calm and professional manner.

**Don't use statements such as 'I believe', 'I feel', 'I consider myself'**. Instead use statements starting with *'I can'* or *'I have'*, as these sound more convincing. Include facts or brief examples. If you can honestly say that a colleague, manager or client said you're good at something, it will sound even more convincing than saying it about yourself!

**Give brief examples of how you have used your skills**. Show how you've achieved something with them. (to help convince recruiters that you really have those skills). Don't just claim to have skills without backing-up what you say.

Whilst on placement as an Employability Adviser, I found the role very interesting and I received a number of positive comments and feedback from students I supported, as well as from my manager and colleagues. This inspired me to pursue a career in teaching employability skills. I would like to work towards a qualification in careers guidance in my own time (such as a part-time MA in Guidance & Careers Counselling).

I am particularly keen to become part of the team at Example Ltd, having been encouraged to apply by Stan Smith from the Employability Team after meeting him at the recent Higher Education Show in London.

**Make a connection**. Try to make your application stand out and grab their attention. Perhaps do some networking to connect with someone 'on the inside', and gain a personal recommendation. This could be far more effective than traditional application methods.

Looking at a printout and wondering why the links won't work? Email [MDXworks@mdx.ac.uk](mailto:MDXworks@mdx.ac.uk) to request a fully-working electronic copy of this guide.

I am confident that my positive and supportive work-style would fit very well with the values, culture and objectives of Examples Ltd. I noticed from your recent news article on your website ('One size doesn't fit all' by P.Griffin) that Examples Ltd specialises in supporting students with disabilities or learning differences. I am passionate about delivering support which is tailored to an individual's needs, as my younger sister is dyslexic and has faced a number of significant challenges in accessing training and employment opportunities.

**Mention your motivation for applying.** You could explain why you are interested in this type of work or your career goal. We highly recommend that you explain why you want to work for them in particular.

**Don't be a mercenary:** focus on what you have to offer, rather than what's in it for you. Mentioning their excellent progression scheme will not convince them they need you!

**Do some research to help you explain why you want to work for them.** Look at their website and news-feeds. Follow them on social-media. We recommend that you look at their values, vision or objectives, and try to show how you will 'fit in'.

**Tailor your application:** don't create a generic letter you could send anywhere, as this is likely to put them off.

If you require any further information, please don't hesitate to let me know. Many thanks for your time and consideration. I look forward to hearing from you.

**Keep it simple.** Use plain English and a friendly (but professional) tone. Being economical with your words is more professional than trying to sound clever by using flowery language.

Yours sincerely,

**Sign off with** 'Yours sincerely' if you know their name or 'Yours faithfully' if you don't.



William Worksworth

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[MDXworks@mdx.ac.uk](mailto:MDXworks@mdx.ac.uk)

[uk.linkedin.com/in/mdx-works](http://uk.linkedin.com/in/mdx-works)

**Include your contact details,** even if they're on your CV as the two may get separated. Double and triple-check that your contact details are correct before sending your letter / email. Don't add +44 to your phone number if applying in the UK.

**Use an appropriate email address that includes your name.** We recommend creating a LinkedIn profile and including a link in your letter and CV. [Read our blog-post about getting the most from LinkedIn, on MDXworks.WordPress.com](#)

### Some general tips:

- **Cover letters are usually no more than 1 side in length,** unless otherwise specified. Be consistent with formatting, such as spacing, alignments, font size and style (particularly when cutting and pasting).
- **You could include explanation about** who you are, your current studies, main achievements, what skills, qualities or experience you will bring, your motivation for applying, or your career aim.
- **Tailor your letter specifically to the company and job role.** Read the job description and describe yourself in a way that fits the role as closely as possible.
- **Try reading your cover letter out loud, to help you to spot mistakes** or sentences that are too long.
- Check your spelling and grammar carefully. Don't rely on your spell-checker ('Customer service' not 'Costumer service'). Set spell-check to *English UK* not *English US* ('organisation' not 'organization')
- **Make sure your CV is as good as your cover letter promises.** We recommend that you also read our 'CV Template'. Contact an MDX Employability Adviser to ask about this.

### Need more help?

Take a look at [MDXworks.com](http://MDXworks.com) It includes lots of great resources to help you write a cover letter / email. (Use your MyUniHub ID and password to log in). Remember send your final template cover letter to us for review: [MDXworks@mdx.ac.uk](mailto:MDXworks@mdx.ac.uk)

**Your feedback matters:** If you've got any comments or suggestions, please [give us your feedback](#). Your feedback will help us to improve our service for students and graduates just like you!

**We hope you found this template helpful.** Good luck with your applications and please don't hesitate to let us know if you require any further support.



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Drop-in Mon-Fri 10am-5pm



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[MDXworks@mdx.ac.uk](mailto:MDXworks@mdx.ac.uk)



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