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| **COVERING LETTERS** |

An exceptional covering letter is a perfect way to stand out from the crowd. Here are some golden rules:

Generally, letters sent with a CV or application form should:

1. Be addressed to a named person;

2. State why you are writing, what you are applying for and what you are currently doing;

3. Flag up the most important/relevant thing you want the employer to know about you;

4. Refer the reader to your CV or job application form;

5. Show that you know something about the company; make a connection between your skills and abilities, and company needs or wants;

6. Identify the career you are seeking;

7. Be reasonably brief.

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| **EXAMPLE SHORT COVERING LETTER IN RESPONSE TO AN ADVERTISED VACANCY** |

Address

Telephone:

Email:

6/03/2012

**BEST WESTERN**

**Honest Lawyer Hotel**

**The Bridge**

**Croxdale**

**Durham**

**DH1 3SP**

Dear Ms Naylor

**Re: Advertised Vacancy- Receptionist**

Please find enclosed a copy of my CV in response to an apprenticeship vacancy advertised onthe National Apprenticeship Website brought to my attention on the 06/03/2012 by New College Durham.

I am currently in my last year at St Bede’s Sixth Form College in Lanchester, where I am studying the following subjects: BTEC Business, A level Psychology and A level History.

BTEC Business caught my interest in Year 10 and led me to look for a Business Administration Apprenticeship as I enjoy learning about the different areas of a business and want to expand my knowledge. I also enjoy being presented with different challenges in a business environment.

I would welcome the opportunity to discuss my experiences with you in more detail and look forward to hearing from you in the near future.

Yours sincerely