

Your cover letter will be read immediately after your CV and should, therefore, not be a repetition of it.

Generally speaking, if you find it hard to explain why you are the right person for the job, reconsider whether the job really is right for you. Analyse the job description very carefully before you start writing: what specific qualifications are required, what would your scope of duties include, what is important to the company?

Wording: avoid typical job application clichés. Any recruiter will be able to tell if you're simply copying a standard text.

Layout: Pick up on the same layout you used for your CV: the font and structure should be the same.

Contact person and address: Do your research carefully and ensure that you have the correct address and the right contact person.

The letter: The introduction: We refer to this as an emotional introduction. Do NOT start with something like "I'm applying for this job because I found it somewhere". Please don't! Begin with your most powerful argument, i.e., your motivation. It is that which will make you memorable. I'd really like to put ten exclamation

marks behind this point to hammer it home. "Even in primary school, I used to sell newspapers in the playground: sales is in my blood!"

The main body of the text: Focus on your core skills (a maximum of 3), whereby our tip about including the relevant buzzwords applies here more than ever. If the job description states that project management experience is desired then consider whether your cover letter should pick up on and include this topic. Without simply repeating what you've already included in your CV, explain where you acquired the relevant experience. This is where the self-marketing aspect comes in: they simply have to give you an interview after reading this. Try to establish some reference or link to the company in question whilst setting out these three core competencies (buzzwords).

The conclusion: Avoid being equivocal. State that you would love to have the opportunity to discuss the position in more detail and, assuming that this information has been requested in the advertisement, state your earliest possible starting date and salary requirements.

Checklist:

1. Your cover letter is no longer than a single page.
2. The layout is consistent with your CV. The font size and type are the same.
3. It includes no nested sentences or clichés.
4. You wrote this cover letter for the specific position for which you are applying.
5. It does not include spelling mistakes.
6. You've dated and signed it.

