

# *Cover Letter Tips*



## *Essential Tips*

courtesy of CEC~JPC

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## Day 1: Customise and Personalise

- Address the person in charge of hiring
  - Name, Designation, Title

- Customise content to the position you are applying for.

- Avoid spelling errors at all cost!
  - Especially when spelling someone's name

"Your Cover Letter is the Packaging of your Product."

"Your CV is the Nutritional Content of the Product"

"..and the Product it You!"





## Day 2: Be Professional

- Aim to sound Mature and Experienced
- A huge **No** to negativity!
  - Don't bad mouth your previous employer
  - No complaining about unfortunate events
  - No explaining about how you were taken for granted
  - No whining about unsatisfying life conditions

“Present yourself professionally, even in the written form.”





## Day 3: Do not repeat your CV/resume

**“Maintain professionalism, even if you try to sound casual in your cover letter.”**

- Avoid being repetitive.
  - Give them **addition information** that they cannot find in your CV/resume.
    - Additional information that will help you in that job application.
- Inject your personality in.
  - Express yourself in a way that would help you land the job.
- A friendly tone is always good.





## Day 4: This is your chance to **WOW** them!

- **K. I. S. S.**
  - **Keep It Short and Simple**
- Your cover letter should only be 1 page.
- Provide evidence of your previous work.
  - Mention key projects or difficult cases you solved.
  - Express your skills.
- If you claim to be good or great at something, make sure your CV/resume reflects it.

*“Show me;  
Don’t tell me”*





## Day 5: Portray Clarity

- “I can do pretty much anything” tells the employer **nothing** about what you can do.
- Avoid being vague
- Paint them a **clear picture** of...
  - What you can do
  - What you have done
  - What you want to do

“Clarity affords  
focus.”  
- Thomas Leonard





*Tune in next week  
for more*

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