

**‘Get your cover letter read rather than binned – read this book before sending your first job application.’**

Susan Staley, Director, Pitman Training Centre Chelmsford

# THE COVER LETTER BOOK

**How to write a winning  
cover letter that really gets noticed**

THIRD EDITION

**JAMES INNES**

The bestselling careers author and founder of The CV Centre®

# Praise for *The Cover Letter Book*

*'James Innes' The Cover Letter Book provides great advice on how to navigate the potential minefield of written communications. In a world of increasingly tough competition, reading this book will help ensure potential candidates won't fall at the first hurdle as they apply for new roles. Arming oneself with James' book will allow the reader to think about the brand they are trying to portray and ensure that their writing supports it rather than negates it.'*

**Tom Brown, Vice-President HR International, eBay**

*'Having read some disastrous cover letters over the years, I can highly recommend The Cover Letter Book for anyone needing to write a cover letter, regardless of their experience and seniority. Filled with useful and practical information and combined with relevant examples, anecdotes and humour, this is definitely the 'go to' book for cover letter writing.'*

**Nicky Dickinson BA(Hons.)  
Chartered MCIPD, HR Consultant, Spectra HR Ltd**

**GARY SINFIELD**

1 Anyold Road, Anywhere AN6 3RE  
Telephone: 07700 900 532  
Email: garysinfield@example.com

**Ms Denise Harris**  
**Project Manager**  
**Acumen Construction Limited**  
**93 Another Road**  
**ANYWHERE AN5 4RE**

**10 June 2012**

Dear Ms Harris,

**SITE MANAGEMENT VACANCIES**

Having read the piece in *Building* magazine which detailed the major new housing contract you have just secured, I am writing to outline my experience as a Site Manager. I believe I possess the skills, qualifications and vital experience necessary to ensure the successful and profitable completion of this important new contract.

As you will see from my enclosed CV, in my current role I have had full responsibility for the end-to-end management of a variety of high value projects such as the recent new build of four luxury houses with a resale value of £8 million. As well as my general responsibility for all site personnel, I was also tasked with controlling costs, contributing directly to the completion of the project with a 14% cost saving. This clearly added significantly to the profit margin on resale.

Now nearing the completion of my NHBC NVQ in Construction Site Management Level 4, I am keen to further broaden my experience with a suitably challenging new project. Your company has an excellent reputation for the quality of your work and, whilst keeping costs in check is clearly vital, I have demonstrated that, with careful management, this need not be at the expense of quality standards.

Please do not hesitate to call me on 07700 900 532 so we can arrange an interview to discuss my application in greater depth.

Yours sincerely,

**Gary Sinfield**

enc.: CV

## **Gareth Hobson**

1 Anyold Road, Anywhere AN6 3RE  
Telephone: 07700 900 196  
Email: garethhobson@example.com

**Miss Esta Morris**  
**HR Manager**  
**Computers R Us plc**  
**78 Another Road**  
**ANYWHERE**      **AN5 4RE**

**10 June 2012**

Dear Miss Morris,

### **SYSTEM IMPLEMENTATION VACANCIES**

Having visited your stand at the IT 2012 trade fair, I am writing to detail how my expertise in system implementation could help to streamline your operations, leading to reductions in costs and increases in client satisfaction.

My main area of expertise over the past seven years has been the implementation of ERP and SCM systems. Extensive training in M3 (Movex) and JDA (Manugistics) enables me to tailor modules according to specific client requirements and to facilitate the completion of projects in accordance with challenging objectives.

I have a strong academic background and, as you will note from my enclosed CV, I am currently studying towards a Project Management professional qualification to further enhance my knowledge and understanding of the processes, systems and methodologies required for successful project implementation.

Your company currently serves an impressive array of high profile clients and I would relish the challenge of assisting you in improving your service standards whilst also realising efficiency savings. My additional experience in business analysis, consultancy and materials management is clearly also valuable in enhancing the customer experience.

Please do not hesitate to call me on 07700 900 196 so we can arrange an interview to discuss my application in greater depth.

Yours sincerely,

**Gareth Hobson**

enc.: CV

## **Ricky Woolf**

1 Anyold Road, Anywhere AN6 3RE  
Telephone: 07700 900 532  
Email: rickywoolf@example.com

Mr Gareth Hobson  
IT Director  
Corporate Giant plc  
38 Another Road  
ANYWHERE AN5 4RE

10 June 2012

Dear Mr Hobson,

### **NETWORK SUPPORT VACANCIES**

I recently attended the graduate recruitment fair at Earls Court and spent some time discussing your organisation with your colleagues. I am consequently writing to outline the academic background and experience which would make me a valuable addition to your network support team.

As you will note from my enclosed CV, I have just graduated with an MSc in Computer Networks from Durham University, having previously achieved a first class HND in Computer Science and Engineering – where I was amongst the top three students in the whole college.

I have complemented my formal studies by gaining valuable hands-on industry experience as a Junior Network Support Engineer for Crucia Technology. I am involved in installing and maintaining LAN and cable networks and in the provision of hardware and application support.

Having completed my MSc I am now looking for a challenging position in network support and engineering where I can make the very most of my strong academic background and practical experience and contribute to the smooth and efficient operation of your IT infrastructure.

Please do not hesitate to call me on 07700 900 532 so we can arrange an interview to discuss my application in greater depth.

Yours sincerely,

**Ricky Woolf**

enc.: CV

**Brian McGee**  
1 Anyold Road, Anywhere AN6 3RE  
Telephone: 07700 900 595  
Email: brianmcgee@example.com

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**Ms Susan Farrer**  
**Human Resources Director**  
**Skills Booster Limited**  
**68 Another Road**  
**ANYWHERE AN5 4RE**

**10 June 2012**

Dear Ms Farrer,

**BUSINESS DEVELOPMENT VACANCIES**

Having met your Marketing Director, Wolfgang Heikel, at the recent conference in Leeds, I am writing to outline my track record in business development. I believe my experience and knowledge of the sector would be extremely useful to you in further building your market share.

I am a dedicated and driven Business Development Manager; in my current role I have been successful in delivering new business worth in excess of £480k within the space of just 12 months. As you will note from my enclosed CV, I act as an expert on NVQ and other formal qualification types, playing a pivotal role in helping the company to reach – and surpass – its defined revenue objectives.

Your company is clearly well placed to take advantage of my advanced knowledge of coaching and training in conjunction with my ability to drive a business forward. I am adept at analysing market intelligence and identifying profitable new business opportunities, leading to increased sales and, most importantly, increased profits. Having achieved my goals in my current role, I am now looking for a new challenge.

Please do not hesitate to call me on 07700 900 595 so we can arrange an interview to discuss my application in greater depth.

I look forward to hearing from you.

Yours sincerely,

**Brian McGee**

enc.: CV  
cc: Wolfgang Heikel, Marketing Director

**JANET DUNNE**

**1 Anyold Road, Anywhere AN6 3RE**  
**Telephone: 01632 960 511; Mobile: 07700 900 951; Fax: 01632 960 613**  
**Email: janetdunne@example.com**

**Mr Brian McGee**  
**Senior Partner**  
**McGee, Rumpole and Edwards Solicitors**  
**15 Another Road**  
**ANYWHERE AN5 4RE**

**10 June 2012**

Dear Mr McGee,

**TRAINEE SOLICITOR VACANCIES**

As an evidently successful local legal practice, I am writing to you to outline my background and experience. I believe I possess the academic qualifications and practical experience necessary for me to be of great use to your practice as a Trainee Solicitor.

As you can see from my CV, I am currently awaiting the results of my LLM Business and Commercial Law Degree (John Moores University), having previously achieved LLB (Hons) in Law.

My academic studies have been financially supported by administrative and clerical work in various legal practices and I have had the opportunity to observe and work alongside experienced fee earners, partners and counsel – which has helped to confirm my passion for this line of work.

Eager to develop my legal career further, I am looking for a new and suitably challenging position and feel I would prove a beneficial addition to your team and provide an excellent point of contact for your clients and associates. I possess outstanding interpersonal skills and enjoy building and maintaining long-term client relationships.

Please do not hesitate to call me on 07700 900 951 so we can arrange an interview to discuss my application in greater depth.

I look forward to hearing from you and thank you for your time.

Yours sincerely,

**Janet Dunne**

enc.: CV

**Donald Griffin**

1 Anyold Road, Anywhere AN6 3RE  
Telephone: 01632 960 269 (home); 07700 900 338 (mobile)  
Email: donaldgriffin@example.com

Ms Janet Dunne  
Managing Director  
Secret Squirrel Limited  
45 Another Road  
ANYWHERE AN5 4RE

10 June 2012

Dear Ms Dunne,

**SECURITY VACANCIES**

Being aware of the reputation your operation has established within the sector, I am writing to outline my surveillance and reconnaissance experience gained whilst serving in the British Army. I believe my abilities will be of significant value to the further development of your team.

During my army career, I specialised in the use of optics and recording equipment, being ultimately responsible for a team of ten personnel undertaking covert and mobile surveillance. Whilst the precise details of our operations are classified, you will note from my CV that I am familiar with a very broad range of equipment and techniques. As a matter of national security, my training was taken very seriously indeed.

Following the completion of my military career, I am now keen to apply my skills and experience to a new challenge. I am a highly dedicated and strongly driven individual, capable of rapidly adapting to new situations.

Your organisation does of course operate within the private sector. However, I am sure you will appreciate the value of my military experience, including my ability to lead, train, motivate and supervise a highly effective team.

Please do not hesitate to call me on 07700 900 338 so we can arrange an interview to discuss my application in greater depth.

Yours sincerely,

**Donald Griffin**

enc.: CV