



STAFFWISE GUIDE TO:

E-MAIL COVER LETTER WRITING

It's most common to send cover letters by email or as an attachment with your CV instead of by mail. Much of the format of the cover letter remains the same, regardless of how the letter is being delivered, however with an email, you'll also need to include a clear subject line as well.

How to Format an Email Cover Letter

Use this email cover letter format as a guideline to create personalized email cover letters to send to employers. Here are some formatting tips.

- **Subject Line:** Be sure to list the job you are applying for in the subject line of your email message, so the employer is clear as to what job you are interested in. If they provide a reference number, be sure to use that reference number. For example, your subject line might be "Application for General Administrator at AA Accounting (Ref: GA001)." This also helps to keep all your information handy for the recipient, and easily identified.
- **Salutation:** Dear Mr./Ms. Surname or Dear Director or HR Manager (*only if you don't have a contact person*). Follow the person's name with a comma or colon. Then, skip a line.
- **Body:** The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up. The body consists of five parts: a) introduction, b) first paragraph, c) second paragraph, d) third paragraph and e) conclusion.

Here are some ideas for what is included in each of these sections:

- Introduction:** The introduction of your letter should include information on why you are writing. Mention the position you are applying for and how you found the job posting. If you were referred by a contact, mention the person in this part of your cover letter.
- First Paragraph:** This is an opportunity to grab their attention and create a personal connection with the prospective employer by doing one of the following:
 1. Telling them how you emotionally connect with their brand.
 2. Sharing what it was like the first time you used their product or service.
 3. Highlighting the life experience you have had that has led you to this place / aligns you with their brand.
- Second Paragraph:** Describe what you have to offer the employer. Don't just copy the information on your CV, instead, make a connection between your abilities and the qualifications listed in the job posting. Mention specifically how your skills and experience match the job you are applying for.

Provide action examples where you can. Instead of saying, "I'm very organized" give a clear example demonstrating where you applied this skill.

- d) **Third Paragraph:** Showcase your knowledge of the industry and why you want to work for this company. Include how your specific skill set could contribute to the company's success and how you will fit with their culture and core values.
- e) **Conclusion:** If you have attached your CV, mention it in this paragraph. You can also mention how you plan to follow up. Then conclude your cover letter by thanking the employer for considering you for the position and letting them know of your availability for a call back with your contact details. (e.g. cell phone number or email)
- **Complimentary Close:** Include a polite sign-off and then write your name.

Kind Regards,

Your Name

Things to remember:

- If you are attaching your cover letter to an email, please ensure that you send it in PDF format and **NOT** in Word.
- Keep it brief (no more than 1 page)
- Be proud of your past accomplishments
- Use keywords from the job description
- Don't forget to tailor the cover letter to a specific job and gather facts and figures to support your claims. E.g. applying for a managerial position, speak about the size of teams and budgets you have managed or if you are applying for a role in sales, describe specific sales targets you have achieved
- Show that you have done your research on the industry, employer and type of position. If you have been out of work, explain what you have done to keep your skills up to date OR if there is a gap on your CV, speak about it and what you learned from the experience
- Think about what your email address says about you – don't use a work email address (e.g. partygirl95@gmail.com)
- Address any concerns that may emerge for the prospective employer when they read your CV
- PROOFREAD – Cover letters with spelling or grammatical mistakes DO NOT create a good first impression.