Dear Sir/Mr Smith

**Letter Title – Reference 012345**

This paragraph is used to introduce yourself – who are you, why are you writing to the company/organisation. Reference the source of the vacancy, if appropriate, and mention that you have enclosed your CV.

Use this paragraph to explain what it is you're looking for. If this is speculative then you could include details here about the sort of post you are specifically looking for or the type of work you'd like to be involved in. If this letter is in response to an advertised post then you need to explain here why you're interested in the post in question. The important thing for this paragraph is that you sound motivated and extremely interested in the type of work on offer or you are pursuing.

The next paragraph is then used to explain your interest in the company or organisation you're approaching – why specifically have you applied to them. You need to take the time to do your research here and ensure that the employer knows that you've actually made a considered application to them – if they feel like they're part of a marketing campaign then you're unlikely to proceed. You need to make them feel special, and let them know that you have done your research.

This paragraph is the hard sell – and you need to be careful how you craft this. This paragraph explains what you have to offer the company – relevant skills and experience that they might benefit from. Again, you're demonstrating that you have skills that are relevant to the type of work you're applying for, and the type of work that they do. Throughout you must be positive and avoid phrases such as: 'although I have no experience in...' and instead concentrate on what you do have to offer.

The letter should have some sort of sharp closing line which explains what you might expect to happen next. *Don't use the phrase 'I look forward to hearing from you' – it's an invitation to the employer to write back and say 'thank you but no thank you'. This letter is a sales pitch and so you must leave the door open. Try phrases like: 'I look forward to discussing my application with you' – which is much more positive in tone, and leaves an air of expectation. Even if the discussion is 'no thank you' at least you have had a discussion and that gives the opportunity to sell yourself on the phone and potentially network further.*

Yours faithfully/sincerely

Your Name