



Is your cover letter losing you the job?

So, what's up? You're doing everything 'right' – your resume is polished, you're applying for roles that suit your experience and qualifications ... so why are you not getting invited to interview? Could it be that your cover letter is sabotaging your chances?

The difficulty with written tone is sometimes it can send the wrong message. With the written word we don't have the benefit of voice and facial expressions to clarify our statements. Is it possible you are confusing or misleading the reader with your cover letter? There are some common reasons why this can happen.

You are too intense!

Does your letter tell the reader you will succeed, no matter what? Is it full of statements that give the impression you are a 'know all'? Do you even sound likeable? Be careful when you are explaining your personal drive and fit to the vacancy that you don't give the impression you have undesirable personality traits. No one wants to work with a robot who will tread on others to get ahead.

'Casting shade' on your former employer

Yes, it can be tempting to be negative about your previous employer, but it's a bad move. It's just not professional. For all you know, the other employer could be in partnership with your potential new employer. Perhaps your old boss is best mates with the new potential boss. Keep it professional. After all, if they hire you, one day you will also leave their company and have the potential to spread negative information about them.

Running yourself down

The opposite to the first tip. Remember, your cover letter is there to 'sell' you to the reader. Yes, it's important not to over-embellish your achievements, but don't be too humble and run yourself down. Strike the right tone of believable accomplishment that showcases your talent and experience to give the right impression of awesomeness!