



## The 3 best cover letter tips

The most successful cover letters have a common formula. First of all, they are brief. Most importantly, they are direct and relevant to the job you are seeking. Follow these top tips to create a cover letter that creates interest and builds genuine value in your application.

### **1. What do you know about the company?**

A large part of any employee's success is their 'fit' to the company and employers know this is as important as checking the suitability of your skills. So, do your research. Visit the company website, check press releases, and look at LinkedIn. Who works there? What is the culture like? Make it clear you understand their culture and tell them how well you'll fit in and why.

### **2. What motivates you?**

Make it clear why you want the job. If it's a sales role and your motivator is money, let them know. If you're ambitious and see their vacancy as a way to climb the ladder, make sure they know about it. It's okay to be honest and share what drives you and it's pretty important that you do.

### **3. What can you offer them that sets you apart from other applicants?**

Sure, you have the qualifications they are asking for and you look the part, but so will the other applicants. So what else do you have? What special traits or talents can you offer them that no one else can? Use your cover letter to tell them all about what sets you apart and gives you a clear edge over other candidates.