

# WRITING A COVERING LETTER

## What to include to make a positive first impression

### What is a covering letter?

A covering letter is a formal letter to an employer that has a specific layout (see the third page of this guide). It would typically accompany a CV and/or an application form. It is a brief letter that introduces you, the applicant, and encourages the employer to consider you for the job.

### Can I write one covering letter to use for any role I want to apply for?







You should always write a new covering letter for each role you apply for, making sure what you say is relevant to the role and the organisation. However, you don't have to write a new letter completely from scratch each time, as there will be some parts you can reuse, but there will be other parts that need to be adapted every time.

### How can I make my covering letter relevant to the role I am applying for?

Look at the job advert and refer to the job description, person specification and company details. Think about how your skills and experience match what the employer is looking for. Make sure you highlight any relevant qualifications, training or experience you have.

### What should I include in a covering letter?

The main sections to include are:

-  **Which role?**  
Say which apprenticeship you would like to apply for and where you found it.
-  **Why this role?**  
Say why you are interested in the role.
-  **Why this organisation?**  
Say why you are interested in working for the organisation.
-  **Why you?**  
Say what you have done that is relevant to the organisation.
-  **What are you like?**  
Say what experience and skills you have that are relevant to the role.
-  **What next?**  
Thank them and say you would welcome the opportunity to be interviewed for the role.

## BEFORE YOU START



- Ensure you have the correct company name and recruiter details, as well as their contact details.
- Think about the right language and tone.
- Have evidence or examples of any skills and experience you want to mention.

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### TOP TIPS



Address your letter to the right person. To do so:

- Check the job advert as it may say who to send it to.

If not:

- Contact the company and see if they can give you a name (some may have a no name policy though).

If not:

- Find out the name of the head of the department your apprenticeship is in and address it to them.

If not:

- Find out the name of someone who works in human resources (HR) and address it to them.

If not:

- Address it to the HR department at the company and use 'Dear Hiring Manager'.

Write here about yourself and why you would make a good apprentice at their company. Mention two or three skills and experiences you have that are relevant to the role and show you as the perfect candidate.

Dear

I would like to apply for the XXX apprenticeship with XXX, which I saw advertised on XXX. Please find my CV enclosed / attached.

I am very interested in the XXX apprenticeship offered by XXX because of the programme's focus on XXX.

XXX is a XXX in the sector and one of the most respected XXX in the UK and globally. The award-winning apprenticeship programme that you offer is highly acclaimed and I would be delighted if you would consider me for a position with your company.

I saw on your website and social media that you are currently XXX. I recently did work experience at XXX / completed a project on XXX and feel the skills and knowledge I gained from this would make me a good candidate for this apprenticeship.

You will see from my CV that I have XXX work experience and from this I have gained XXX skills, in addition to being able to XXX. I am a XXX person/student/employee. I am really interested in XXX, meaning I have a strong foundation for this apprenticeship.

Thank you for taking the time to consider me for this role. I would appreciate the opportunity to discuss my application further at interview.

Yours sincerely,

XXX (your name)  
she/her/he/him/they/them

You could put your pronouns under your name if you want to share them.

Dear Full Name, e.g. Dear Claire Jones,  
Dear Ms Surname, e.g. Dear Ms Jones,  
Dear Mr Surname, e.g. Dear Mr Jones,

**Tip: Use Ms instead of Miss/Mrs, don't assume marital status.**

**Tip: Don't assume gender from someone's name.**

Say which apprenticeship you would like to apply for and where you found it.

Show you have researched the company and the content of the apprenticeship they are offering.

Say something that acknowledges the vision and values of the company, as well as their success.

Here, you could say something you are doing / have done that is relevant to something the company does.

Finish your letter by thanking them and asking for an interview.

If you started the letter with a personal name, like Claire, end the letter with Yours sincerely. If you didn't manage to find a personal name and are sending it to a department, using Dear Hiring Manager, finish with Yours faithfully.

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### What should a formal letter always include?

The formal letter layout is mainly used for professional communication, and most employers would expect to see a covering letter laid out like this:

- Your full name should be on the first line.
- Your full address, including postcode, should be underneath this (using separate lines for each new line of your address).
- Your email address should then be immediately underneath this.
- The date (writing the month and year in full) should immediately follow beneath this.
- All of the above should be in the top-right corner of the page, aligned to the right.



Mohammed Afzal  
76 West Street  
Manchester  
M17 2SD  
m.afzal01@email.com  
18th March 2025

Claire Jones  
Morrison House  
London  
NW1 4HT

Dear...



- The recipient's name and address should be below this, aligned on the left-hand side of the page, laid out in exactly the same way as yours.

## TOP TIPS



- Make sure there are no spelling/grammar mistakes.
- Ask someone else to proofread your letter.
- If your cover letter is longer than one page, reduce it to a page by taking out anything that is less relevant.
- Make sure your email address is professional.
- Include a link to your LinkedIn profile if it's relevant, up-to-date and professional.
- If you are emailing your letter and CV, make sure you put your name and title of the apprenticeship in the subject line of the email.
- Use the same font and style as you used in your CV. See our Rapid Read on writing a CV if you haven't already got one (link below).



### Linked resource

Find out more about writing a covering letter to send with your CV (see link below).



[Click here](#) to view or scan the QR code

