

Cover Letters to the Client

Often clients request a cover letter, this can be a chance for you to really excel and make yourself stand out to the client for the position applied for.

This can be just as important as your CV. It gives you the opportunity to “sell” yourself to the client.

The cover letter needs to be brief, direct and to the point – explaining:-

- why you feel you are suitable for the position
- what experience you have and why this role is a perfect match for you.
- highlight your key strengths.

All the details need to be relevant to the position you are applying for. Ensure you also include the position you are applying for.

The cover letter needs to be a formal letter, so start with Dear and end in Yours sincerely (if you have the person’s name) or if you have not been giving the clients name use Yours faithfully.

End the cover letter on a high note, finish off with – I look forward to hearing from you or if you require any further information please feel free to contact me.

Evidentially research has shown that the human brain no longer recognises a negative word, such as “not” so if you were to say the old favourite “do not hesitate to contact me” the brain reads that as “do hesitate” and implies a negative. When you are writing think more positively and you will reap the rewards.

