



## FREE COVER LETTER TEMPLATE GUIDANCE NOTES



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## **GENERAL COVER LETTER GUIDANCE NOTES**

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Thank you for downloading our Free Cover Letter Template. We hope you find these guidance notes useful, and we would like to wish you the best of luck in your search for a new job.

The Free Cover Letter Template is designed to have maximum impact and is laid out in a neat and professional manner. As you will see in the Free Cover Letter Template we have avoided the use of tables, text boxes, pictures, bright colours etc as this can have a negative effect on the finished Cover Letter.

These guidance notes are designed to provide you with a step-by-step guide on how to successfully complete your Cover Letter, which you may want to print out and have next to you when writing the Cover Letter.

The Cover Letter Template will have grey text field boxes (<< This is a Text Field Box >>) that you can type into. These grey boxes should not be visible in the finished Cover Letter.

## **GUIDANCE NOTES | COVER LETTER**

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A Cover Letter should not be too long and contain lots of detail, which is probably on the CV already. The Cover Letter should be used as a mini sales pitch, that sells your key skills and experience to the recruiter, enticing them to read your CV.

### **SALES PITCH**

In the grey text field box (<< This is a Text Field Box >>) shown on the Cover Letter Template is where you should start selling yourself as an ideal candidate for the job. Using the job advert as a guide you should demonstrate how your skills and experience match what is required for the job. Try to avoid using generic terms such as, “I’m loyal, hardworking and enthusiastic” or “I’m a great team player and can work just as well on my own”, as recruiters see these terms all the time and are more interested in your skill set and experience that meet the vacancy’s requirements.

### **JOB TITLE**

If you are applying to a particular job, it’s worth including the job title and job reference details in the advert, as it shows the recruiter that you’re interested in the job, rather than just firing off a generic job application.

### **RECRUITER’S NAME**

If you know the name of the person recruiting for the vacancy, replace the Sir/Madam section of the Cover Letter with that person’s name, as this will help to personalise your application.

## **RELOCATING**

If you are relocating to a new area or prepared to relocate for a job, it's imperative that you mention that in your cover letter, especially if the job you are applying for is a long way from where you currently live. Recruiters will be more prepared to consider your application if they know the reasons why you're applying to a job that is many miles from the address shown on your CV.

## **GUIDANCE NOTES | COVER LETTER REVIEW**

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Once you have finished writing your Cover Letter, carefully review it, checking spelling and grammar. It's always a good idea to get at least one other person to review your Cover Letter, as they may spot an error that you may have overlooked. You will also need to check that the layout looks visually pleasing to the eye.