[Your address line 1]  
[Your address line 2]  
[Your address line 3]  
[Phone number]  
[Email address]  
[LinkedIn profile]

[Date]

[Company address line 1]  
[Company address line 2]

Dear [Recipient’s name],

**Paragraph 1**

Start the cover letter by clearly stating your intention to apply for the job, including any reference numbers the job has. In this paragraph you should tell the employer why you are applying for this specific role and where you found out about the position (whether that be on the company’s website, on social media or through a friend). It is a good idea to include a sentence designed to grab the attention of the reader, by highlighting a key achievement or core strength that demonstrates your suitability for the role.

**Paragraph 2**

Outline your qualifications and experience and then match these to the requirements of the job you are applying for (these will be found in the job description). Go on to demonstrate your motivation and enthusiasm to help the company achieve their goals within the industry. Use this paragraph as your chance to impress the employer and motivate them to take a look at your CV by drawing their attention to your past successes but leaving them wanting to find out more.

**Paragraph 3**

This paragraph is where the research you conducted about the company and the industry before writing the cover letter will come in handy. Go into detail about why you would like to work for this company specifically and how the skills and experience you possess will add to their success. You should also refer to the organisation’s values and core culture, stating why you will fit in.

**Paragraph 4**

It is a good idea to end with a positive statement in this paragraph and provide a call to action since you are hoping to secure an interview. Go on to direct the reader to your enclosed/attached CV and inform them of your availability for interview. Finally, thank the reader for their time and consideration, and welcome them to get in touch to discuss the job in more detail.

Yours sincerely,

[Your name and signature]