

Your address  
(Cont.)  
Phone number

Date

Dear Ms Jefferson,

*Do your best to find out who deals with recruitment, so you can avoid using a generic 'Dear Sir/Madam' address. Call them if you can't find this information online.*

Start strong, failure to do so will prevent people from reading on. State the position you're applying for or if you're applying speculatively, clarify what type of role you're looking for. If you have taken an opportunity to make contact with the organisation previously (e.g. networking at an event or a phone call), make sure you reference this, as it shows you're going above and beyond to get to know the company.

Explain why this role would fit in with your career ambitions and why this employer specifically is of interest to you. What do you know about them that makes you want to work there? Real research and genuine enthusiasm will shine through, so avoid being generic. Are you particularly well-suited to the areas of law the employer might specialise in? Dependent on the stage you're at, have you worked in roles with relevant or transferable experience? Have you undertaken complimentary work experience? Have you excelled in related subjects at university? You need to show you'd be a particularly good fit.

Next, you need to ensure you're showcasing the right qualities and skills for this particular employer. Most employers (especially larger ones) will have information about the type of people they hire on their website, usually under 'people' or 'careers' pages. Make sure you understand what they're looking for and then demonstrate how you possess those qualities. Show, don't tell. For example if you want to show you are innovative, don't just say 'I am an innovative individual'. Instead, recount an example of when you have demonstrated this competency in the workplace or maybe during an extra-curricular activity such as, 'X was an ongoing issue in the workplace, so I came up with Y innovative solution, with the positive result of Z.'

If you haven't already done this sufficiently, highlight some previous achievements and skills **that would be of interest to the employer**. Also talk about what you're doing at present and how this prepares you for the role.

Close your letter with enthusiasm and another strong message. The start and end of your covering letter are the most important parts as they're the most memorable. Say you'd like to meet the employer if possible, to speak more in depth about any relevant available opportunities.

Yours sincerely/ yours faithfully – get this right!!

*\*Finally: double and triple check for typos. They are totally inexcusable.\**