



# A Good Cover Letter for a Job or Internship Application

A job application letter is the first interaction you will have with the hiring managers which can impress them and set you apart from other applicants. In your letter, briefly introduce yourself to let the employer know what you are applying for, and show familiarity with the company to which you're applying at. You can talk about how your professional goals and aspirations align with the company's goals. It's important to highlight some of your achievements to showcase why you are qualified for the role.



## DO's

- Do research or review what the company does and the position you're applying for
- Make sure you know the person you are writing to, by addressing your application letter to the specific person, this could be his name or job title
- Keep it brief - **Make it short one page or half-page**
- Articulate your abilities and skills
- Have a strong opening statement that highlights why you want the job and what you bring to the company
- Check the spelling and grammar
- Ask a friend to review your letter before sending it
- Always send your documents as PDF files unless they asked you to send them in another format (**this is when you decided to send them as an attachment doc**)



## DON'Ts

- Don't send a generic cover letter - **customise each one for the specific job**
- Don't use long paragraphs because the employers don't have enough time to spend on each letter as they receive more than 100 applications per day
- You can **send it as an email as per the application process or as attachments depending on the application procedure.**

## Steps to writing a cover letter or job application letter

### CONSIDER THIS EXAMPLE

Kelly Mutoni  
mkelly20@gmail.com  
+250785555555  
Kigali, Rwanda  
2 March 2022

Harambee Rwanda  
Kimisagara Youth Centre  
KN 114 St, Kigali, Rwanda  
Re: Application for a customer service representative position

### 1 START WITH GREETINGS AND STATE THE JOB YOU ARE APPLYING FOR

Dear Sir/Madam, Or

Dear Mr. Joel,

I am Rose Nkusi. I am writing to apply for the position of **(job position, eg. Assistant Manager)** with your company as advertised on **(website)** - This is when you are sending it as an email

I am writing to apply for the position of **(job position, eg. Assistant Manager)** with your company as advertised on **(website)** - This is when you are sending it as an attachment doc

 *Don't say to whom it may concern*

### 2 EXPERIENCE, AND SKILLS IN A FEW WORDS EXPLAIN YOURSELF AND PAST ACHIEVEMENTS, EDUCATION BACKGROUND,

Ex: I have a bachelor's degree in accounting. I have two years of experience in marketing and with these skills **(list relative experiences or skills)** ....



NOTE

If you want to submit a cover letter as an attached document, you should include the address

- Put your name, address (Email, phone number) on the right-hand side of your cover letter, and date underneath your details.
- Put employers' contact details on the left-hand side of the cover letter

### 3 INCLUDE ASPECTS OF YOUR PERSONALITY



Use some adjectives to describe yourself.

Ex: I am energetic, flexible, and capable of working under pressure or, I can multitask.

### 4 EXPLAIN WHAT CONTRIBUTION YOU BRING TO THE COMPANY



you should review the job description to understand your responsibilities in that role and highlight how your experience, skills, and values make you an ideal candidate.



If you don't have significant experience, you can mention specific skills and how that can help you to get work done. Also, ensure that you are not just repeating what you've put in your CV.

### 5 EXPRESS GRATITUDE



Thank the employer for their time and express your interest in the job again. Let them know how they can reach you for the interview **(phone)**.

### 6 CLOSING



Sign off with a professional farewell and leave space for a signature if sending a hard copy **(you can put your full name)**



For professional farewell, you can use **(Sincerely, Yours Sincerely, Regards, Best Regards)**