

**William Builder**  
14 Construction Place  
South Brisbane QLD 4141  
M: 0404 555 444  
T: 07 5454 5555  
E: [w.builder@email.com](mailto:w.builder@email.com)

---

[Date]

[Inside Address]

**Sally O'Hara**  
Recruitment Coordinator  
Build It P/L  
47 Fed Tree Road  
Brisbane QLD 4100

[Salutation]

Dear Ms O'Hara,  
(always use the employers name. If you do not know their name, use Re: *BL234, Builder's Labourer position*)

[Introduction]

Please accept my application for the Builder's Labourer position advertised on seek.com.au on 2 October. I believe my experience and qualifications would make me a valuable addition to the Build It team.

[Body]

I currently work at Wentworth's Construction Pty Ltd where I am responsible for general construction tasks and some clerical work. I enjoy the work, but am ready for a new challenge.

My references can vouch for my positive attitude and strong work ethic. I have proven myself to be adept in leading and working with teams of people as a member of the State Emergency Service, President of the South Brisbane Community Softball Club and Coach of the junior softball team.

I am well qualified for the role advertised. I recently completed my Certificate II in General Construction and hold a valid Blue Card and LR license. I am fit and healthy and also own a car.

[Conclusion]

I have enclosed a copy of my resume for your consideration. Thank you for your time and I look forward to your reply.

[Closing]

Yours sincerely

[Signature]

[sign here]

[Printed Name]

**William Builder**

[Enclosure]

Encl: Resume, Driver's Abstract



# Cover Letters For Dummies,<sup>®</sup> 2nd Edition

Cheat  
Sheet

## *DO Make Your Cover Letters RedHot News*

These tips can make your cover letters too hot to turn down.

**1. Address your letters to individuals. Use names.**

Make an intense effort to find the name and correct job title and address of the human being who will receive your letter.

**2. Name-drop early in the letter.**

The No. 1 door opener is the name of a person the reader knows. Struggle to find a connection.

**3. State your objective in the first paragraph.**

The employer is asking, "Why are you sending me this letter?" Answer the question as soon as possible.

**4. Emphasize your skills and quantify your relevant accomplishments.**

Showcase your skills — the more you name, the better your chances of a new job. Cite your past accomplishments. Measure them in some way — numbers, dollars, or percentages.

**5. Keep your letter focused on the employer.**

A me-me-me letter puts you out-out-out of the running. Focus on how you meet the employer's needs, not vice versa.

**6. Research companies and reflect findings in your letter.**

Businesses not only are getting fussier about hiring good workers, they want their good workers to hit the floor running. Exhibiting knowledge of the company and its mission shows you're a fast starter.

**7. Establish your credibility by using industry-specific terms.**

Using industry terminology demonstrates you know your stuff and that you belong.

**8. Limit your letter to one page.**

The reader may have hundreds of letters to plow through. Get it said on one page — unless you're using a cover-letter-and-resume combo.

**9. Be friendly.**

Show personality. Mention prior meetings with the reader or some fact connected to the target organization. Be complimentary.

**10. Make your letter easy to read.**

White space is royal. Leave margins at least 1 inch wide. Choose sharp, simple, clean typefaces for your letter and strive for a good visual organization.

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562 Mountainview Square  
Kitimat, B.C.  
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*For Dummies: Bestselling Book Series for Beginners*



# Cover Letters For Dummies,<sup>®</sup> 2nd Edition

Cheat  
Sheet

## ***DON'T Make Your Cover Letters Crash & Burn***

Follow these guidelines for flameproof cover letters:

1. **Start off with an original opening statement, not the basic, everyday: "Enclosed please find my resume . . ."**

Find something to say that sets you above the others.

2. **Describe yourself in the first, not the third, person.**

If you describe yourself in a narrative and use language like "Mr. Jones" achieved this or that, you will sound pompous. And we all know that Pompous Is As Pompous Does. When you speak of yourself, use the first person — I.

3. **Sound skilled and confident, not desperate.**

Employers hire not on the basis of compassion, but for the benefits you bring to the job.

4. **Write from strength, not shortcomings.**

Chances are that the reader will not be a member of the clergy to whom you are obliged to confess your sins. Accent your strengths.

5. **Clean up your act.**

Typos, not signing your name, and not including your resume (if you intend to enclose one) are oversights that reek of carelessness. Carelessness leads to joblessness.

6. **Be professional, not cute.**

Unless you're good at humor — *really good* — resist the temptation to use cutesy phrases, gags, or amusing anecdotes. If you're lucky, fun and games can come later.

7. **Give up enclosing photos or personal descriptions.**

Unless you are going into acting, modeling, or some other performance art, do not send pictures of yourself. Keep your physical appearance a surprise for the interview.

8. **Show intent to follow up.**

It's easier for employers to ignore you if you show no intention of calling them.

9. **Make no promises you can't keep.**

Be able to actually do what you can say you can do. Wildly overselling yourself is a time bomb. If you fib, remember to turn out the lights on your way out the door.

***DO Make Your NEW E-mail Cover Notes  
and Letters Hot! See Chapter 2***

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