

The bad application letter

An application letter is often the first impression a potential employer will have of you. It's vital to make it count no matter how good your CV is, because if you don't get your covering letter right, you'll probably be rejected straight away.

This letter is fairly typical to those received by employers every day of the year:

12 Bristol Gardens,
Guildford, Surrey

7 March 2011

Chris Wilson
Wislon Associates
43 Station Road
Manchester

Dear Sir

I wish to apply fore the position described in your advertisement in the Daily Mail of 8 June and enclose my CV which I hope will meet with your approval.

The positiion is just what I am looking for as it will enable me to use my excellent secretarial skills and ability to get on well with people. I have many years experiecne as a senior secretary in a variety of companies. I was made redundnat from my last employer a few months ago, along with other staff, so am immediately available.

I am very interested in this opportunity and I think that I can make a useful contribution to your organisation once I have become familiar with the systems you use.

I hope this application may be treated favourably and that I will hear from you in the near future.

Cheers,

Mr N O Hoper.

lazy_dude_666@yahoo.com

**Can you spot 10 reasons why this application would fail?
Answers are on the following page.**

Why this letter will sink without a trace:

- 1** No postcode in the addresses. This lacks attention to detail.
- 2** They are applying for a job in Manchester and live in Surrey but have not given a reason. This might confuse the recruiter or put them off.
- 3** The applicant assumes 'Chris' is a male.
- 4** The name is known, so the letter should not start with 'Dear Sir'.
- 5** It is not made clear which position the applicant has applied for. The company may have advertised more than one vacancy.
- 6** There are lots of spelling and grammatical errors. Always check spellings and read it through.
- 7** 'Just what I am looking for as it will give me...' is too self orientated. Tell them what you can do for them rather than what they can do for you.
- 8** 'I think that I can make a useful contribution...' does not sound very convincing. The covering letter should give the recruiter confidence in your ability to do the job.
- 9** Signing off a letter with 'Cheers' is too informal for a job application and lacks professionalism.
- 10** The applicant has also used an unprofessional contact email address.

For tips on submitting application forms and how to be successful at interviews watch the Level 7: Interview Technique films at www.careersbox.co.uk/films/level7