

### **Sender's address**

In letters without a printed letterhead, the sender's name and address is written on the top right-hand side of the page. In the UK it is not standard practice to write the sender's name directly above the addressee.

[one or two blank lines]

### **Date**

Because different countries use different systems to indicate the date, avoid confusion. Indicate the day in ordinal numbers. Then write the month in full, followed by the year in numbers.

The date is written directly under the sender's address.

[one or two blank lines]

### **Receivers' address**

The receiver's address is written on the left side of the page. Because your application letter has to appeal to people personally, try to address them by name. If no name is given, you could check the website or call the company to find out. Only when there is no alternative should you resort to using more impersonal forms.

The order in which to write the address is as follows:

- Name of addressee
- (Addressee's job title)
- (Company name)
- House number and street
- Name of town or city and postal code
- Name of country

1. Surname known

Write the addressee's surname on the first line, preceded by a courtesy title and the person's first name or initials.

Joseph Banville  
58 Temple St.  
Brighton BN2 1AG  
UK

5 December 2005

Mr. Jonathan Dingham  
Hiring Manager  
Dingham Transporters  
68 Robert Terrace  
Hastings TN34 1QR  
UK

2. Title known  
If you don't know somebody's name, you could address your recipient by his or her job title.
3. Company known  
If you don't know anything about the recipient's identity and are unable to find any information, you can address the letter to the company in general.

#### **“For the attention of”**

An alternative to including the recipient's name in the receiver's address, is including an extra "attention" line. Mentioning the name in the address and including an attention line is overdoing it.

This attention line is underlined or printed in italics and positioned to the left side of the page. Preceding and following it, is one blank line.

#### **Salutation**

Because your application letter has to appeal to people personally, you should try to address people by name. The comma after the salutation is optional.

1. When you know the name of the addressee, use the appropriate courtesy title, followed by the surname. An exception is made for members of the aristocracy. Knights are addressed with their full name.
2. *Dear Sir* is used for addressing a man whose name you don't know. Note that "Sir" does not imply that the addressee is a knight.
3. When addressing a company, write *Dear Sirs*. In the US, use *Gentlemen* for this occasion.
4. *Dear Madam* is used for addressing a woman, whether married or single, whose name you don't know.

The Hiring Manager  
Dingham Transporters  
68 Robert Terrace  
Hastings TN34 1QR  
UK  
Dingham Transporters  
68 Robert Terrace  
Hastings TN34 1QR  
UK

*For the attention of Mr. Jonathan Dingham*

Dear Mr. Dingham,

5. If you do not know the name or sex of your addressee, write *Dear Sir, Madam* or use *Dear Sir or Madam*.  
*To whom it may concern* should not be used, since it is too impersonal.

Note that it is inappropriate to address people by their function.

### **Subject line**

Separated from the salutation by one blank line, the subject line includes the job you are applying for and – if given – a reference code. This allows the reader to save time because he or she immediately knows what it will deal with. Leave one blank line after this subject line.

Subject lines are often underlined or printed in italics.

### **Body**

The body of a cover letter consists of three parts, separated by a blank line. Do not indent.

1. The opening paragraph has to catch the reader's attention. By including a subject line, you can avoid boring the reader with administrative references.
2. In the middle paragraphs you support your selling points with factual evidence. Throughout this section you should also show your enthusiasm for the job.
3. In the closing paragraph you ask for an interview. Be proactive and persuade the reader to take action and make it as convenient as possible for the recipient to fulfil your request.

*Application customer communication manager (ref. 1258/58)*

The knowledge and experience I have obtained throughout my four years of college education and my previous communication experience make me an ideal candidate for the position of customer communication manager ...

During my college career, I gained considerable practical and theoretical experience in customer care and corporate communication....

I would very much like to meet with you, not only to discuss my qualifications, but also to share my views on modern customer communication. I will contact you at the end of next week to arrange a meeting.

### Complimentary Close

The complimentary close is separated from the body by one blank line. A comma after the close is optional. Leave three blank lines for the signature after the close.

Depending on the salutation, there are different formulas possible.

Use *Yours sincerely* if the person you write is named (Dear Mr., Ms...).

*Yours faithfully* is what you use if don't know the name of your correspondent (Dear Madam...).

In the US, closes such as *Yours truly* or *Truly yours* are common in business communication. In European correspondence however, these formulas are reserved for more personal communication.

“Cordially” is an affectionate way of closing your cover letter and is therefore inappropriate for cover letters both in the US and in Europe.

### Signature

Sign your name underneath the close.

Make sure to type your name in full underneath your signature.

### Enclosed

Directly under your name, include an *enclosed* line (Enc.:). This line identifies the other documents that you are sending together with your cover letter.

Usually, these documents are a CV and a letter of recommendation.

### Note:

There are some clearly visible differences between this lay-out and the Belgian style.

The Bin-norms have other rules concerning blank lines, commas and the position of the sender's address.

- Have a look at the BIN-norms (courtesy of VVZC)

Yours faithfully,



Joseph Barville

Enc.: CV