

## Three steps in writing

### 1. Think

Writing a good and persuasive letter takes preparation. Think about the following before you start writing.

#### - **Audience**

If you want the recipients to respond well to your message, you have to appeal to them. The one-size-fits-all cover letter will end up in the recruiter's dustbin.

Consider your audience's values and needs and adjust to them. Make sure you know what they want and respond to their needs. Decide how they might resist to your offer and how to counter this resistance even before they think about it. Determine what your audience will want to know and what they will consider irrelevant.

#### - **Purpose**

The purpose of a cover letter is not to get a *job* but to get an interview. Make sure that your demands are not too high. If you ask too much at once, you might get nothing.

If you want something from your reader (i.e. a job interview), you should increase your audience's interest. Focus on what you could do for them.

#### - **Structure**

If your letter is not expected, you might scare off your audience if you mention the goal of your letter at the very beginning. In cold-contact letters, a more efficient technique is to build up their interest before introducing them to what you want. If you want somebody to invite you for an interview, do not bring up this subject before you have mentioned what you could do for a company. The AIDA method offers a valuable framework if you plan to send an unexpected persuasive letter.

### 2. Write

When you have thought your letter through, it is time to start writing. In the right-hand column you'll find a link to do's and don'ts. These might offer you valuable advice or save you from mistakes.

### 3. Read

Before sending your letter, reread it and adjust if necessary.

Is everything clear enough?

Is the letter fit for its intended audience?

If the letter suits your initial concept, it is ready to be sent.