

	What	Where	How
Attention	Catching the reader's attention and encouraging him / her to keep on reading	opening paragraph	<p>Various openings are possible;</p> <ul style="list-style-type: none"> ▪ Anecdotic <p>A short anecdote, which is relevant to the rest of your letter can be an eye-catcher. Employers often appreciate cover letters with a personal slant, but there are some possible pitfalls you have to mind.</p> <ul style="list-style-type: none"> ◦ Do not try to be hilarious <p>Your anecdote should catch the reader's attention, but its aim should not be to make the reader laugh out loud. You do not know the reader's sense of humour. Nothing is worse than a "funny" story which is not perceived as such by the correspondent.</p> ◦ Make sure the anecdote is relevant and personal <p>No matter how amazing or striking what you have to say is, it should only be mentioned if it bears relevance to the rest of your letter.</p> <p>A bank manager does not want to know about your spectacular bungee accident. He or she is also unlikely to be interested in any relevant anecdotes that happened to one of your friends.</p> ◦ Make sure the anecdote is believable and true <p>Stating that you are actually Bill Gates's long lost twin brother will be perceived as neither believable nor true and will consequently not give you much chance of an interview. An employer has to be able to trust you.</p> ▪ Questions and statements <p>Beginning your letter with a (rhetorical) question or a (bold) statement is quite a typical sales technique. Some questions and statements tend to make a bad rather than a good impression, so think twice about sentences like "are you looking for the perfect employee?" or "I'm the employee you need to see!".</p> ▪ Quote <p>Sometimes quotes can give your letter an original angle. Just make sure that the quote you use is (politically) neutral. No matter how appropriate and eloquent your favourite Goebbels quote is, do not use it!</p> ▪ Classic opening: <p>Classic openings refer to where you got the information about the vacancy from.</p>

			<ul style="list-style-type: none"> ◦ If your application is the result of an introduction by somebody you know, this could be a good way of catching the reader's attention. e.g. Mr/Ms has informed me that there is a vacancy in your company for ... Mr/Ms tells me that there is an opening for ... in your company... ◦ A more traditional opening refers to a job ad. If you'd choose to use this opening, your letter might run the risk of being unnoticed. e.g. I wish to apply for the post ... advertised in the ... on... I was interested to see your advertisement for ... in...and would like to apply for this job.
Interest	Show what you have in store	Introduction and middle section	<p>Creating and interest actually starts with a good opening. Further on in the letter you elaborate on your qualities, making the employer interested in what you might have to offer.</p> <p>It is important not to repeat yourself; what you have said in the introduction does not need repetition some lines below.</p> <p>Creating an interest</p>
Desire	Prove that your claims are true.	middle section	<p>When you have stated your qualities, you have to support them by giving factual evidence. Diplomas and letters of recommendation are ideally suited for this purpose.</p> <p>Again, the proof you give has to be relevant for the job you choose.</p>
Action	Get the recipient of the letter to invite you	Final paragraph	<p>In the final phase of your letter, you have to persuade the employer to invite you for an interview. You have to make it as easy as possible for him or her to reply.</p> <ul style="list-style-type: none"> ◦ State when and where you can be reached ◦ Offer to stop by when it suits him or her ◦ ... <p>Closing the letter should be a final friendly encouragement for the reader to get in touch.</p> <p>e.g.</p> <p>I look forward to hearing from you and having to opportunity of attending an interview.</p> <p>I trust you will consider my application favourably and grant me an interview.</p>