

# prospecting

## cover letter notes.



### addressee

It's a good idea to research the name of the person conducting applications by scouring websites or even giving the company a phone call. Addressing a prospecting cover letter to HR will probably see it ignored. Instead, try to find the name of the person at the company that works in your desired field and address it to him/her directly. If, however, you can't find a name, then a polite "Sir/Madam" will suffice.

### opening paragraph

Keep your opening paragraph short and simple. Briefly mention your interest in the company and perhaps a concrete example of why their work interests you.

### 2nd paragraph

Use the second paragraph to explain why you would be a good fit for the company. Focus on your strengths and how they could be applied to a job at the organisation, adding clear examples to back up and enforce what you've included in your CV. As you do not have a job description to refer to, you'll need to come across as a bit of an all-rounder – so don't focus on one particular skill. Do, however, research the company so you have an idea of what sort of skills are likely to be relevant.

### 3rd paragraph

Now is the time to talk about why you have been drawn to this company in particular, and what sort of work you are interested in. Be as specific as you can, because this demonstrates that you have researched the company – don't just say, "I think your company would be a good fit for me" – say why. Use company websites to find examples of recent work that interests you.

### closing paragraph

State your interest in the company again and request further discussion about any possible opportunities. Also, remember to thank the recruiter for their time at the end of your cover letter.

Unlike the majority of cover letters, which focus on the job specification, a prospective cover letter places greater emphasis on the company and why you would be a good fit there. Remember to make your cover letter around half a page long (and certainly no more than a full page of A4) and make a follow up phone call if you haven't heard anything back after a week.