Cover Letters and Personal Statements

IN A SENTENCE Cover letters and personal statements have one job: to make a stranger want to meet you.

LAYOUT TEMPLATE

Cover Letters and Personal Statements

Use this skeleton to plan your cover letter. The numbers follow the order the parts appear on the page.

1 **Your address**
street · town · email · phone

2 **[date]**

3 **Recipient**
name · title · organisation · address

4 **Re: [position]** *subject line*

5 **Dear [name],** *Ms / Mr + surname*

6 **Opening**
what you're applying for + where you saw it

7 **Experience**
match your skills to their needs + one example

8 **Why this organisation**
show you know them

9 **Closing**
thank them · ask for an interview

10 **Yours sincerely,** *+ signature and full name*

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.