

WRITE THE PERFECT COVER LETTER IN 1 HOUR

A Step-by-Step
Guide from
SLA
She.Leads.Africa

If you've found a job that you're really excited about and can't wait to apply for, this is the time for you to put your best foot forward. But, do you know how to stand out from the competition? Everyone knows that resumes are critical but what about your cover letter?

Cover letters give you an opportunity to distinguish yourself from the flood of resumes. Use the cover letter to highlight your passion for the company, your stellar communication skills and why you're perfect for the job.

Print out this workbook or download it to your computer and in just a few steps, you'll have a polished cover letter that will put you at the top of the list.

STEP ONE: PULL TOGETHER YOUR RESEARCH

To write a quality cover letter, you'll need:

- Job listing
- Your resume
- A snack, coffee or tea to help your energy stay up
- Quiet place where you can focus
- A positive attitude
- One hour to complete your first draft

Motherland Mogul Tip

Spend some time upfront doing research on the company to better understand their values, culture and language. This will help you get in the right mindset about the company and give you helpful tips on how to approach your application.

Main Paragraph Two: Choose another experience for you to highlight that shows different skills than the previous one you used. Introduce the experience and provide additional details about how you delivered impact for the business and how you can utilize those skills for the company you're applying for.

STEP SIX: WRITE A STRONG OPENING

The opening is your first opportunity to set yourself apart and you should use the opportunity to demonstrate that you've researched the company and are clear on why you want to work there. Try to tell a story on why you were drawn to the position, why you would be a good fit for the team or what you love about the company.

Another approach is to highlight the most important thing you want the company to know about you in the opening. If you have the perfect profile and experience for the role let that be known upfront.

Most importantly – keep it short and straight the point. The introduction shouldn't be longer than three to four sentences.

Motherland Mogul Tip

While a strong opening is important, being authentic and genuine trump any creative tactics. Show them that you really want the job and know the company to help you stand out.

STEP SEVEN: BRING IT HOME

If you've put together the rest of cover letter correctly then you won't have to do much acrobatics in your close. Keep it simple, reiterate your interest in the position and let the company know how they can reach you.

STEP EIGHT: ADD THE ICING

How should I format my page?

Unless you're applying for a job in the creative industries it is best to keep it simple. Use a standard Microsoft Word page with standard margins, Times New Roman font, 12 font size and single spacing.

What should I put at the top of the page?

Your header should match the header on your resume and include relevant information like full name, professional email, phone number and LinkedIn profile.

What should I do when I send my letter via email?

When applying via email you don't need to worry about including a header. You can jump straight to the letter and then add an email signature that has all the information from your header. Include your cover letter via PDF so it can be easily added to your application along with your resume.

STEP NINE: GET IT CLEAN

Even if your experience is fantastic, your academic qualifications are correct and you would be a perfect fit for the job, grammatical errors and misspelled words could be the easiest way to get your application overlooked. Take the time to review and proofread all of your application materials. Take a break and review the letter with fresh eyes a couple of hours later

- Ask a friend to read your letter to provide a fresh perspective.
- Change your format. If you've been typing it on the computer, print it out and check any for any mistakes.

Motherland Mogul Tip

Please please please don't misspell the company's name. Double, triple and quadruple check that one if you must.

STEP TEN: PRESS SEND

Now that your cover letter is fresher than a newborn baby all you have to do is make sure you have the right contact details for the opportunity and send it over.

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A graphic featuring a large blue circle with a white border, centered on a background of grey diagonal stripes. The text 'INTERVIEW PREP SHEET' is written in white, bold, uppercase letters inside the circle.

**INTERVIEW
PREP SHEET**

A graphic with a dark background. At the top, a single lit lightbulb hangs from a cord. Below it, the text 'HOW TO ANSWER THE' is in white, uppercase letters. In the center, the number '50' is displayed in a large, white, bold font inside a blue square, which is placed on a small wooden stool. Below the stool, the text 'MOST COMMON INTERVIEW QUESTIONS' is in white, uppercase letters.

**HOW TO ANSWER THE
50
MOST COMMON
INTERVIEW QUESTIONS**

A graphic featuring a large purple circle with a white border, centered on a background of various gold and silver coins. The text 'BUILD A PITCH DECK THAT BRINGS IN THE CASH' is written in white, bold, uppercase letters inside the circle.

**BUILD
A PITCH
DECK THAT
BRINGS IN
THE CASH**

A graphic with a wooden desk background. It shows a laptop keyboard, a smartphone, a cup of coffee, and a small plant. Overlaid on the desk is a large orange rectangle with the text 'LAUNCH YOUR BUSINESS IN 10 DAYS' in white, bold, uppercase letters. The word 'YOUR' is in a white box, and 'IN' is in a white box.

**LAUNCH YOUR
BUSINESS
IN 10 DAYS**

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