



# LETTER WRITING TECHNIQUES

These useful tips and advice are for both employers and prospective employees. This information will look at 'Letter Writing Techniques' and why your letter to a prospective employer can give you a vital competitive edge in achieving that all-important interview.

**Your letter to an employer is a vital but competitive first step in securing your next career move. Employers will base their initial assessment on the look, style and content of your letter. Many people in the recruitment market fall at this first hurdle. Make sure you're not one of them by following a few simple yet highly effective techniques.**

Treat your letter as an indispensable marketing tool. Be clear about the purpose of your letter. For example, the aim may be to gain an interview, confirm dates, keep contacts up to date, reinforce interview performance, negotiate terms or timescales or simply to say 'thank you'.

It is vitally important that your letter is personal and individual. Tailored letters show you understand the employer's needs and also allow you to promote different aspects of your skills and experience according to what each employer is looking for. Beware of using standard letters. They suggest laziness and a lack of desire and employers can spot them from a mile away!

Ask yourself what the employer is looking for. Then tell them what they want to hear, but only as much as they need to know.

Keep your letter short and simple, busy people rarely have the patience to read more than one side of A4.

Use formatting techniques by emboldening, italicising or underlining those attributes that show how suitable you are for the job.

Try to be warm and natural, yet direct and businesslike in your style. Avoid being too formal by using phrases such as 'should you wish' or 'for your approval' and don't use hackneyed words or phrases such as 'ongoing' or 'track record'.