

### Heading

Your heading should include:

**Your contact information** (including email and fax)

Your name

Your Address

Your Telephone Number

Your Email

Your fax number (if you have one)

-----skip a line-----

**The date** you are writing the letter  
(day, month, year)

-----skip a line-----

### The address of the company

Name of the specific person

Their title if you know what it is

Company address

### An Example:

Mr. Java Kruger  
219 Orient Road  
Johannesburg, Gauteng, SA 1234  
jkruger@anywhere.za  
Telephone - 27 51 449 7618  
Fax - 27 11 629 0300

12 June, 2012

Leslie Kamkazi, Human Resource  
Manager  
Cape Town Events, Ltd.  
387 Link Lane  
Cape Town, Western Cape, SA, 6099

### Addressing the letter:

Always attempt to determine who the key person is within the company who will be reviewing incoming applications and address your letter by name to that person. If you do not know who that person is, you may try the following tactics:

Look in the job ad for the contact person.

Call the company for more information.

Research the company's website. Navigate to the a list of employees and look for the name of the person in charge of the department the job is attached to or find someone in HR.

Ask your LinkedIn or Twitter connections from that company who the letter should be addressed to.

If after your best efforts, you can't find a name, address the letter to a group. Use something like this examples:

Dear Selection Committee:  
Dear Search Committee:

Sometimes you'll find a name but you won't be able to determine if the person is a man or a woman. In this case just address the person by their full name avoiding a title. If you can easily determine the gender of the person then use a title, always a neutral title for a woman (Ms. Instead of Mrs. Or Miss):

Dear Ms. Kruger, (For Lorraine Kruger)  
Dear Pat Diefenderfer, (For Pat Diefenderfer)

### The Introduction

Start with your greeting to the person you identified or to the group salutation you have chosen if you could not find a name.

#### Grab their attention!

Be Specific and Memorable!

Students should state the school or university you attend, your major

State the position you are applying for

State where you heard about the job (optional and not required)

State the name of the person who recommended you (if relevant and this person has given you permission to do so)

Mention any contact you have had with this person such as LinkedIn, Informational Interview, Job Faire, etc.

#### An example:

As a student at UNISA in Accounting, I would like to fill the position of Accounting Learnership advertised on Quest's job site.

Jennifer Jones of the Durban Branch speaks highly of Standard Bank as a quality employer, and she encouraged me to write directly to you.

I appreciated the opportunity to engage with you in an Informational interview in January.

#### Sell yourself!

You now have the person's attention. They remember your previous conversation, they know the person who referred you, and they're ready to listen to what makes you a perfect candidate. Give them two or three key qualifications you possess that make you a good fit for the position.

#### An Example:

I appreciated your emphasis on a positive work culture and attention to detail and I am confident that I can contribute these qualities to the company.

I believe that my excellent marks, my leadership of the student accounting club, and my summer internship with FNB make me a strong candidate for the Accounting Learnership.

### The Body

This is where you will expand on the 2-3 qualities that you presented in your introduction. You want to accomplish two things. 1) Demonstrate that you are qualified and a good match for the job, 2) Talk briefly about accomplishments that demonstrate your aptitude.

#### Tell a story about yourself:

Tell them about what experiences helped you develop your skills, who mentored you along the way, positions you've held previously.

#### An example:

I have gained a high level of skills in both AP and AR through a summer internship with the Scrouge Accountancy Firm in London. Mr. Ebenezer Scrouge, a stern master, mentored me and helped me develop excellent attention to detail.

#### Accomplishments:

Be specific and quantify your achievements that show you have the skills you're laying claim to. You may wish to write about these categories of accomplishments:

Special projects

Explain courses that prepare you

Awards (Any that are related to the position)

Work-related accomplishments

Goals you have achieved and why it is relevant

#### An example:

During my years of study at UNISA, I worked in the University accounting department assisting with implementation of a new management information system. I served as the accountant for the student organization and president of the Accounting Club. During my tenure as President, the club grew by 30% and the Club was able to host an international student delegation as a result of a fund raising campaign I led during my year as president. Additionally, I earned honors recognition for my marks each year. I believe that these varied experiences qualify me for the Accounting Learnership position.

### Closing

This is a summary statement of why you are a good fit for the position. Consider covering the following points:

Request an interview in some way.

Provide contact information.

Say Thank You for their consideration of your materials.

Sign your name and print it underneath.

#### An example:

I am confident that I can make a positive contribution to Standard Bank. My experiences and education will make me an asset to your company and I am eager to speak to you in person about this opportunity. I will take initiative and contact you within a week but if you wish to contact me, I am available to interview at your convenience. I can be reached either by telephone (27 21 918 5200) or email (jkruger@anywhere.za). Thank you for your kind consideration.

Not everyone will want to be so bold as to state that you will make contact with the employer first. If you do not wish to do this, or if the employer has stated that this is not appropriate in the advert, do not include that statement in your closing. Some employers will be impressed at your initiative if you do call. Above all, if you say you will call, be certain you do so!