



Services to
People

Speculative Approaches/ Covering Letter with CV

Planning your career involves making decisions that are right for you. This includes:

- Being ready and taking responsibility for your own career planning;
- Knowing how to make career decisions;
- Knowing about yourself, what you want and what you can bring to a career;
- Finding out about the career you're interested in.

When you are happy with your decision - you will need to put it into action: this leaflet has been designed to help you do that.

As a large number of jobs are never advertised, it is important to target the hidden job market. This means speculative approaches to employers can be an important part of your job search. To do this you need to produce an effective CV and an equally effective accompanying letter. The following points are worth remembering when writing your covering letter:

- Make the most of your speculative approaches by targeting suitable organisations:
 - Those which are currently recruiting;
 - Expanding or moving into your area;
 - Those which can use your skills and experience;

Use all your information sources, e.g. newspapers; trade journals; phonebook; business and personal contacts, to identify a list of initial targets;

- Always try to write to a suitable named person. Write to the departmental head or site manager as they may be in the best position to recognise your potential value to the company. Personnel/HR might not be the best contacts for speculative letters as they may only be handling current vacancies.

- Your letter should be word-processed. Careers Scotland centres have computers you can use for this. Your local library may have similar facilities.
- Put your address and telephone number at the top right of the letter. The date, name and address of the organisation should be on the left-hand side;
- Keep paragraphs short and don't start every paragraph or sentence with **I**. Use straight forward language - letters should be clear, concise and easy to read;
- Your opening paragraph should explain why you are writing and mention that your CV is enclosed;
- Follow this with one or two short paragraphs drawing attention to particular skills and experiences relevant to the employer's needs. At this stage you should also indicate the area of work you are interested in. Be specific, but not so narrow as to mention only a single job title;

High Street
MAINTOWN
MT4 6XX

1st March 2007

Mobile 07978123456

Katrina Baird
Human Resource Manager
XTX Ltd
Maintown Business Park
MAINTOWN MT22 8AZ

Dear Mrs Baird,

I was interested to learn of your company's relocation to the Maintown area and the exciting opportunities that are likely to be created. As a recent graduate, with a degree in Business Studies, I am keen to develop a career within Human Resources and am currently studying for my IPD qualification.

Through my activities at university, my work placements and vacation employment I have developed a wide range of skills, which are outlined in my enclosed CV. These include my proven ability to deal with people from all backgrounds, in a caring and professional manner and my ability to complete detailed projects on time. I would welcome the opportunity to discuss in more detail my skills and experience and how I may contribute to the smooth and efficient operation of your business.

I will telephone you next week, in order to discuss this matter further, or to arrange a convenient time.

Thank you for your kind attention.

Yours sincerely,
Alison Anderson

CV enc.

123 Main Street
LITTLETOWN
LT2 2AB

1st March 2007

Telephone 01234569876

John Smith
Personnel Manager
Leisure Today
LITTLETOWN
LT1 4SS

Dear Mr Smith,

I have a desire to develop my career in retail. I am writing to ask whether your company has any vacancies or will have any in the near future.

As you can see from my enclosed CV, I have a wide range of relevant skills, which include customer service, stock control and cash handling. My current post as a retail assistant also allows me to demonstrate a positive approach to team working and personal initiative.

I am keen to progress my career by joining a large national retail organisation. If you do have any plans to recruit staff, I would be very interested in applying.

Thank you for taking the time to consider my request. I will contact you next week to discuss potential opportunities.

Yours sincerely,

Jane Johnstone

CV enc

- The concluding paragraph should indicate that you are available for interview or further discussion at any time. You might want to suggest positive follow-up action on your part, for example, phoning in a week's time;
- When writing to a named contact, end your letter Yours sincerely. If you have been unable to find a named contact, begin Dear Sir/Madam and end Yours faithfully;
- Under Yours sincerely/faithfully leave a space for your signature and type your name underneath;
- Make sure the employer can contact you easily. If you tend only to use the initial of your first name, it may be worth indicating your preferred title, for example, Mrs/Mr/Ms etc. Alternatively give your first and surname;
- Always check your letter for spelling or grammatical errors, and ask someone else to double check it. If you find any mistakes, do it again - don't score out or use correction fluid;
- Remember to keep copies of everything you send and note the date sent and any follow up action to be taken;
- At the bottom of the letter put CV enc.

Keep in touch with your Careers Scotland Centre. Ask for our other leaflets - such as Interviews, CVs, Application Forms, Writing to Employers, Telephone Skills and Selection Tests.



If you require this publication in an alternative format and/or language please contact the Scottish Enterprise Helpline on 0845 607 8787 to discuss your needs.

Please visit our website
www.careers-scotland.org.uk

or call us on
0845 8 502 502 (local call rates)

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