

FORMAL COVER EMAIL WRITING

Salutation & Greetings:

- If you do not know the name of the person that you are writing to, use the greeting "Dear Sir / Madame or to whom it may concern,". In some circumstances it is useful to find a name, especially if you are making a request as this will show that you have done your homework and you are more likely to receive a response.

If you know the name, use one of the following titles:

Mr - for a male

Mrs - for a married female

Miss - for an unmarried female

Dr - for a person with the status of a doctor

Ms - for a female whose status is unknown or would prefer to remain anonymous

This should be followed by the surname only (not the first name).

A checklist to use before sending

Before sending your email, always make sure to check a few vital points:

- Make sure your email address is appropriate. If you're writing from a personal email, your address should look like *firstname.lastname@example.com*. If your email is not suitable you could easily create a new email address solely for job applications.



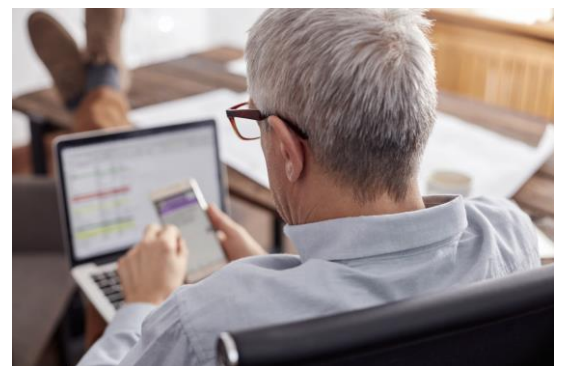
Use a / creating a professional email address

It's pretty common to see interesting email addresses that were created while the users were in high school, such as "crazydudemaster666@yahoo.com". However, these address are a terrible idea when you use your email account professionally.

Whether you're hunting for a job, running or building your network, you absolutely need a professional email address. If required, make a new email address.

Creating a professional email address isn't a tough task, here are some things that you should keep in mind:

- **Keep it short** — Don't make your professional email address too long. If you have a very long name, use a shorter version that's easy to recall.
- **Make it pronounceable** — At some point you will have to read your email address out loud to someone, either on the phone or in person, so you should try to make your professional email address as pronounceable as possible.
- Stick to a **professional font**. Although many email clients let you change the font of your emails, use something conservative like Arial or Sans Serif. Avoid playing with different colours and using all caps. Use 10–12-point font and 1-inch margins.
- **Double-check** the recipient's name and email. Make sure you're writing to the right person and spell their name correctly.
- **Name your file properly** so the recipient can know what's attached (e.g., "MG Smith, Zookeeper application.")
- **Don't forget to attach the files**. Send it as a PDF, and make sure to clearly label it.



FORMATTING A FORMAL EMAIL

Emailing is all about context, so before drafting your message, take a moment to think about your relationship with the recipient. Is it your boss, colleague, or potential partner? This will help you define the appropriate level of formality - if you're in doubt, it's safer to stick to a more formal version. Here are the key components your message should contain:

1. Email subject line

A good subject line informs recipients what the message is about and why they should read it. Try to make your subject line clear, specific, and concise. For example: Application for (*state job title*) reference number, and where you found the vacancy.

From ▾ Brubble@gmail.com

To

Cc

Bcc

Send

Subject Application for HWP Discovery Ambassador position

2. How to say Hi (professionally)

Depending on the level of formality, your greetings can take various forms. Here are some standard greeting examples:

Informal / casual greetings

- Hi [Name],
- Hello [Name],

Formal greeting

- Dear [Name],
- Dear Mr./Ms./Dr./Professor [Last name],

If you are applying for a position with an organisation, I would recommend being more formal rather than being too casual.

3. Email body

Now, it's time to craft the main part of your email. Here are some points to think about:

- **Explain what you're writing about.** Use the body of the email to briefly introduce yourself, convince the recruiter that you are the right person for the job. You can use bullet points to highlight your key achievements and how they make you a good fit for the role. Get straight to the point
- **Value the reader's time.** Provide a recipient with any additional information they need to reply. At the same time, try to keep your email short and simple, and don't overload it with extra details. Keep your cover letter to one page, about three or four paragraphs, and single spaced.
- **Make your email easy to read.** Break your message into short paragraphs and take advantage of headings and lists. Where appropriate, emphasize the key information with **bold** or *italics*. Your aim to make your email as structured and easy to skim as possible.

4. Closing of the email

If you want your recipient to do something, a formal closing tells a recipient what's next and includes a specific call to action. If you're just wrapping up the discussion you've previously had, end on a friendly note to show a reader you're willing to keep in touch with them.



5. Signature

Here are some common phrases you can use to sign off:

- Sincerely,
- Best regards,
- Kind regards,
- Thanks again,

It is possible to include additional contact details in your signature e.g. mobile or landline numbers if they wish they could contact you other than by email. Some people may want to include pronouns if you wish to be addressed in a specific way. This is purely optional and not mandatory.

By following these guidelines, you can increase your opportunities and ensure that your emails are professional and effective.

EXAMPLE: COVER LETTER

Subject: *[Role / position]* Application

Dear *[Use name of employee if provided if not provide dear name of business / team]*,

I am writing to express my interest in the *[role]* position. I believe that I have the suitable qualifications and background for this role, as I have a suitable experience *[give current job role, how long you have been in the position. Give details why you want this job and relevant qualifications, don't go over the top on detail]*. I am confident in my ability to contribute effectively to your *[insert team / dept]* at the Highland Wildlife Park.

In my previous role at *[insert previous job title, with responsibilities]*. I am currently studying at *[name of education facility]* where I am working towards *[add relevant qualification or experience]*.

In my previous role at *[previous company]*, I *[briefly describe a relevant achievement or project]*. This experience honed my skills in *[specific skills relevant to the new job]*, which I believe align well with the requirements for the *[job title]* role. For instance, *[provide a specific example of how you used a skill or addressed a challenge relevant to the new job]*.

Please find attached my CV and application form, which highlights my qualifications and experience in greater details. I look forward to the possibility of discussing this exciting opportunity with you. I am available for an interview at your earliest convenience.

Sincerely,

[Your Name]

Mobile: 07897 123456

Landline: 01543 123456

