Covering Letter Preparation

* + - * Score your Covering Letter using the criteria below prior to your appointment.
      * For each criteria start at column 1, if you do not tick anything in column 1 then move to column 2, if you tick all of the boxes in column 2 then move on to column 3 and then move on to column 4. (You can type yes if easier than ticking.) Contact [studentservices@le.ac.uk](mailto:studentservices@le.ac.uk) if you have any questions about completing the form.
      * Prior to your appointment use the [Covering Letter Guidelines](https://le.ac.uk/career-development-service/applications-and-cvs/cover-letters) to create your letter and use this preparation to help you develop your letter further.
* You must bring this to your appointment or email studentservices@le.ac.uk. In the appointment we’ll evaluate your covering letter & look for development areas.

| **Criteria** | **1 - Significant development required** | **2 - Satisfactory – some development required** | **3 – Good** | **4 – Excellent** | **Score** |
| --- | --- | --- | --- | --- | --- |
| **How to score** | If one or more of these boxes are ticked then score 1 | You must meet all criteria 2 to score 2 | You must meet all criteria in 2 and 3 to score 3 | You must meet all criteria in 2, 3 and 4 to score 4 | **/16** |
| **Structure (Introduction and Ending)** | Does not inform why you are writing  No introduction included  Illogical structure  No ending  Incorrect sign off at the end | A ‘letter structure’ is used including date, address and sign off  An introduction is used  An ending is used | Informs why you are writing in the introduction  Explains where the opportunity was advertised/ how they heard about position in the introduction  Ending includes a sign off thanking the reader  Concise summary at the end with no new information introduced | Letter is addressed to a named contact with the correct tittle used (Miss/Mrs/Mr/Dr etc.)  Ending reaffirms suitability or enthusiasm  End includes reference to the CV and welcomes an interview (or next stage of process) |  |
| **Motivations** | No or lack of motivational reasons for applying to the opportunity  Information is generic, can be applicable to any job/course/sector/institution | Discusses motivational reasons for applying for role/company  Demonstrates research into the role/course, company/institution or sector | Includes detailed reasons for applying for the role/course and company/institution  Shows personal reflection and self-awareness | Give specific detail (with evidence) of why you are motivated to apply for this organisation/institution  Gives specific detail (with evidence) of why you are motivated to apply for this placement/role/course  Demonstrates that their personal views align with the company/organisational values and ethos |  |
| **Capabilities** | No mention of skills, knowledge, experience  No examples provided as evidence | Highlights skills, knowledge and experience  Examples are provided to demonstrate evidence of suitability for the opportunity | Relevant skills, knowledge and experience mentioned, demonstrated through specific relevant examples  Skills articulated in relation to how they will be utilised in the role | Tailored to job/course descriptions/person specification  Examples are well structured and link clearly to the opportunity and skills required  Strong & recent examples demonstrating impact of result |  |
| **Writing Style** | Frequent spelling or grammar errors  Irrelevant information included throughout  Negative connotation statements included | Minimal spelling or grammar errors  Appropriate length (one page of A4)  Concise paragraphs used | No spelling or grammar errors  Clear in highlighting key points  Information is persuasive and positive | Language is consistently achievement focussed  Engaging and powerful by using unique and impactful examples |  |

**Covering Letter Action Plan – To be completed during appointment**

**Further Support**

Book on [MyCareers](https://mycareers.le.ac.uk/) or via the Student Services Centre: [studentservices@le.ac.uk](mailto:%20studentservices@le.ac.uk) 0116 252 2448

**Application Coaching** CV  
 Covering Letter  
 Personal Statement  
 Application Form  
 LinkedIn

**Career Coaching** Interview Preparation Psychometric Testing Help  
 Assessment Centre Preparation No Career Ideas Some Career Ideas  Getting Focussed Work Experience Researching Further Study Interview Reflection  Assessment Centre Reflection

**Mock Interviews** Mock Interview Mock Presentation Mock Role Play Video Interview Review

Business Coaching

**Your score before appointment: Your score after appointment:**

| **Action Points to improve Covering Letter** | **Date to complete:** |
| --- | --- |
| **1 Structure (Introduction and Ending)** | Click here to enter a date.  Completed |
| **2 Motivations** | Click here to enter a date.  Completed |
| **3 Capabilities** | Click here to enter a date.  Completed |
| **4 Writing Style** | Click here to enter a date.  Completed |

**We recommend you submit your Cover Letter to an employer/institution when you score 16.**