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 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 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.**