

Example of a selling personal letter

Your contact details.

The company's address and contact person.

Be specific about which position you are applying for. Quote the reference number (if there is one) and the title of the position in question.

Explain why you are applying for the job. Write the letter with a focus on the job in question. Emphasise keywords that you know are required in the role for which you are applying.

Describe the personal qualities that make you suitable for the position and why you believe that you would be suitable for the role.

Highlight any experience that may be relevant for the position for which you are applying.

Name
Place, date
Address
Postal address

Name of company
FAO/department
P.O. Box/street address
Postal address

Finance Manager

My name is Eva Svensson and I hereby apply for the above position.

What attracted me to the advertisement was
and as I have worked in the field of.....

I have recently been working as..... with
responsibility for.....

I am considered to be flexible, energetic, analytical and team-oriented.

I believe that my experience in the area of..... would
be useful.....

I would find the opportunity of contributing towards Company Ltd both
challenging and attractive. I would appreciate the opportunity to give a more
detailed presentation of myself.

Yours faithfully,

Eva Svensson

- The letter must be well formulated and succinct, no more than one page in length. Draw up an initial draft, which you then condense.
- The letter should not be a copy of the CV, but simply highlight the salient points.
- Adapt the letter to the position and the company in question. This lends a personal touch and creates a sense that you are genuinely interested.
- Show that you already know something about the company. This indicates interest and motivation.
- Be aware of the tone of the advertisement or the company's website, and try to reflect this in the letter using selected keywords.