

Cover Letter Pack

5 templates for every situation — with annotated worked examples.

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Templates in this pack:

- 01 Job Application — responding to an advertised role
- 02 Apprenticeship Application — applying for a structured apprenticeship programme
- 03 Work Experience Request — asking for a placement or shadow day
- 04 Speculative Application — reaching out with no advertised vacancy
- 05 Email Cover Letter — sending your CV directly by email

How to use this pack:

- Each template includes: when to use it, do's and don'ts, the blank template, and an annotated worked example.
- Replace everything in [square brackets] with your own information.
- Tailor your letter every time — a generic letter is worse than no letter.
- Keep it to one page — three focused paragraphs is the target for most cover letters.
- Save and send as a PDF, named CoverLetter_YourName_JobTitle.pdf

The one rule that matters most:

- A cover letter that could belong to any application is worthless.
- The only cover letter worth sending is one that could only have been written by you, for this specific role, at this specific company.
- Research. Personalise. Send.

01 Job Application

Responding to an advertised role — the most common type of cover letter.

When to use this:

Use this when you are applying for a specific job that has been advertised — online, on a job board, or on a company website.

DO

- ✓ Reference the specific job title and where you found it in the first paragraph
- ✓ Show you have researched the company — mention something specific about them
- ✓ Match your skills to the requirements listed in the job description
- ✓ Keep it to 3 short paragraphs — hiring managers read dozens of these

DON'T

- ✗ Copy the same letter for every application — tailor it every time
- ✗ Repeat everything on your CV — add to it, don't duplicate it
- ✗ Use phrases like 'I am a hardworking team player' without evidence
- ✗ Start every sentence with 'I'

Template — replace everything in [brackets] with your own information

[Your Name]

[Your Address]

[City, Postcode]

[Your Email] | [Your Phone Number]

[Date]

[Hiring Manager's Name — or 'The Hiring Manager' if unknown]

[Company Name]

[Company Address]

Dear [Mr/Ms/Mx LastName — or 'Dear Hiring Manager'],

I am writing to apply for the position of [Job Title], as advertised on [where you found it — e.g. Indeed / the company website / LinkedIn]. I am currently [studying at / a recent leaver from] [school or college name] and I am looking for [a part-time role / a full-time entry-level position] where I can [brief reason — e.g. develop my customer service skills / build experience in marketing].

I am particularly interested in [Company Name] because [one specific, genuine reason — e.g. your commitment to apprenticeship development / the breadth of your graduate programme / the work you do in X sector]. [Add one more sentence about the role or company to show genuine research.]

Through my experience as [brief description of most relevant experience], I have developed strong [2–3 relevant skills]. For example, [one specific example using the STAR framework — briefly]. I believe these skills make me a strong candidate for this role.

I have attached my CV for your consideration. I would welcome the opportunity to discuss my application further and am available for an interview at your convenience.

Yours sincerely,

[Your Full Name]

✓ Worked Example — fictional student

Amara Osei
14 Clifton Road, London, SE14 6PQ
amara.osei@email.co.uk | 07700 900 142

12 June 2026

The Hiring Manager
Barclays Bank
1 Churchill Place, London, E14 5HP

Dear Hiring Manager,

I am writing to apply for the position of Customer Service Assistant, as advertised on the Barclays careers website. I am currently completing my A Levels at Lewisham Sixth Form College and I am looking for a part-time role where I can build professional experience in financial services while I study.

I am particularly drawn to Barclays because of your commitment to early careers development and your LifeSkills programme, which I have followed with interest. The values of respect, integrity and service resonate strongly with how I approach my own work.

Through my volunteering at Deptford Food Bank, I have developed confident communication skills working with a wide range of people, including elderly residents and families in difficult circumstances. I am also reliable and organised — I have not missed a single shift in over 18 months. I believe these qualities translate directly to a customer-facing role at Barclays.

I have attached my CV for your consideration and would welcome the opportunity to discuss my application at your convenience.

Yours sincerely,

Amara Osei

— States the role, where they found it and their current situation — covers the basics in one paragraph.

— References a specific Barclays programme — shows genuine research, not a generic letter.

— Uses a real example with numbers. 18 months of reliability is strong evidence.

— Polite, professional close. No unnecessary padding.

02 Apprenticeship Application

Applying for a structured apprenticeship — requires a slightly different approach.

When to use this:

Use this when applying for a formal apprenticeship programme — Level 2, 3 or Degree. The tone is slightly more formal and you need to address why you chose an apprenticeship specifically.

DO

- ✓ Explain why you chose an apprenticeship over other routes — be genuine
- ✓ Show sector knowledge — demonstrate you understand what the role involves
- ✓ Highlight your work ethic and ability to balance work and study
- ✓ Reference the specific apprenticeship standard or programme name if you know it

DON'T

- ✗ Say you chose an apprenticeship because you didn't want to go to university — frame it positively
- ✗ Be vague about the sector or role — research it properly first
- ✗ Ignore the 'earn while you learn' element — it's a strength of your motivation, not a liability
- ✗ Make it too long — three paragraphs is the target

Template — replace everything in [brackets] with your own information

[Your Name]

[Your Address]

[City, Postcode]

[Your Email] | [Your Phone Number]

[Date]

[Hiring Manager's Name or 'Early Careers Team']

[Company Name]

[Company Address]

Dear [Name / Early Careers Team],

I am writing to apply for the [Level X / Degree] Apprenticeship in [subject area] at [Company Name]. I am currently [in Year 13 at / a recent leaver from] [school or college name] with [predicted / achieved] grades of [your grades], and I am excited about the opportunity to build a professional career while studying towards a recognised qualification.

I have chosen the apprenticeship route because I am someone who learns best through doing. I want to apply my knowledge in a real professional environment from day one, rather than delaying that experience. [Company Name]'s apprenticeship programme appeals to me specifically because [one genuine, specific reason based on research — e.g. the structured rotation across departments / the mentoring programme / the sector the company operates in].

My [most relevant experience or subject] has given me [2–3 relevant skills]. [One specific example of applying those skills, briefly.] I am hardworking, adaptable and committed to making the most of every learning opportunity — qualities I believe are well-suited to the demands of an apprenticeship programme.

I have attached my CV for your consideration and would welcome the chance to discuss my application further.

Yours sincerely,

[Your Full Name]

✓ Worked Example — fictional student

Tyler Mensah
22 Sycamore Avenue, Birmingham, B8 3LT
tyler.mensah@email.co.uk | 07700 900 287

12 June 2026

Early Careers Team
KPMG LLP
15 Canada Square, London, E14 5GL

Dear Early Careers Team,

I am writing to apply for the Degree Apprenticeship in Business Services at KPMG. I am currently completing my A Levels at Hodge Hill Sixth Form in Birmingham — Business Studies (B), ICT (A) and Mathematics (C) — and I am keen to begin my professional career through a structured programme that combines academic study with genuine workplace experience.

I have chosen the apprenticeship route because I learn best by doing. The opportunity to apply business and analytical skills in a real professional environment from day one — while studying towards a degree — is exactly the kind of structured, practical development I am looking for. KPMG's programme specifically appeals to me because of its rotation model across different service lines, which I believe will give me a breadth of experience that few other routes can offer at this stage.

My A Level in ICT and my experience supporting my school's IT department have developed my analytical thinking and confidence with technology. I also served as Sales Director in my school's Young Enterprise company, where we turned a profit in our first trading period — an experience that gave me real insight into how a business operates under pressure. I am motivated, organised and ready to commit fully to the demands of an apprenticeship programme.

I have attached my CV and would welcome the opportunity to discuss my application further.

Yours sincerely,

Tyler Mensah

— States the specific apprenticeship level and name — not vague.

— Explains the 'why apprenticeship' question directly and positively — learning by doing, not 'avoiding university'.

— Young Enterprise profit figure is specific evidence. Much stronger than 'I have business skills'.

— Confident close — no hedging or apology.

03 Work Experience Request

Asking for work experience — shorter, warmer, and more direct than a job application.

When to use this:

Use this when you are requesting work experience, a shadow day, or an insight opportunity — usually unpaid and not formally advertised. You are asking a favour, so the tone should be warm and direct.

DO

- ✓ Keep it short — one side of A4 maximum, ideally less
- ✓ Show genuine interest in the specific company or sector — not a generic request
- ✓ Be clear about what you are asking for: how long, when, and what you hope to learn
- ✓ Make it easy for them to say yes — no complicated requirements

DON'T

- ✗ Be vague — 'I would like some experience in your company' tells them nothing
- ✗ Make demands about what you want to be doing — you're asking for a favour
- ✗ Send the same letter to every company — personalise it
- ✗ Forget to follow up if you don't hear back within two weeks

Template — replace everything in [brackets] with your own information

[Your Name]

[Your Email] | [Your Phone Number]

[Date]

Dear [Name — or 'Dear Team' if you don't know],

I am a [Year 10/11/12/13] student at [school or college name] and I am writing to ask whether [Company Name] would be able to offer me a work experience placement.

I am interested in [the sector or type of work] because [genuine reason — show you know something about what they do]. I came across [Company Name] [where/how — e.g. through a recommendation / on LinkedIn / while researching companies in this sector] and was impressed by [something specific about them].

I would be looking for a placement of [X days / one week] and would be available [timeframe — e.g. during the school holidays in July / from [date] onwards]. I am a [brief description — e.g. reliable, curious, hard-working] student and I would bring a positive attitude and a genuine desire to learn.

I have attached my CV. Please do not hesitate to contact me if you have any questions. I would be grateful for any opportunity to visit and learn from your team.

Many thanks,

[Your Full Name]

✓ Worked Example — fictional student

Priya Sharma

priya.sharma@email.co.uk | 07700 900 419

12 June 2026

Dear Ms Williams,

I am a Year 13 student at Trafford College and I am writing to ask whether Jacobs Engineering would be able to offer me a one-week work experience placement this summer.

I am studying A Levels in Mathematics, Physics and Design Technology and I am seriously considering a career in civil or structural engineering. I came across Jacobs through research into infrastructure projects in the Manchester area and I was particularly interested in the firm's work on the Transpennine Route Upgrade. I would welcome the opportunity to observe how a large-scale engineering project is managed and to learn from professionals in the field.

I would be available for a placement during the week of 14–18 July and would commit to the full week without exception. I am meticulous, curious and take feedback seriously — qualities I believe would make me a worthwhile placement student.

I have attached my CV for your information. I completely understand if capacity is limited, but I would be very grateful for any opportunity to visit your team. Please feel free to contact me at the details above.

Many thanks,

Priya Sharma

— Gets straight to the point — who she is, what she wants.

— Mentions a specific project — shows she has done real research, not a generic request.

— States exact dates upfront — makes it easy for the employer to say yes without back-and-forth.

— Polite acknowledgement that they might not have capacity — shows maturity and reduces pressure to respond.

04 Speculative Application

Reaching out to a company with no advertised role — one of the most underused tools available to students.

When to use this:

Use this when you want to work for a specific company but there are no advertised vacancies. This is a proactive approach that can open doors that don't officially exist yet. Many jobs are filled before they're ever posted.

DO

- ✓ Research the company thoroughly before writing — reference specific details
- ✓ Be clear about what type of role or experience you are interested in
- ✓ Show you have something to offer, not just that you want to learn
- ✓ Address it to a named person wherever possible — find them on LinkedIn

DON'T

- ✗ Send a generic 'I would love to work for you' letter — it goes straight in the bin
- ✗ Apologise for making contact — be confident
- ✗ Ask for an interview immediately — ask for a conversation or to be kept in mind
- ✗ Forget to follow up — a polite chaser two weeks later is expected and respected

Template — replace everything in [brackets] with your own information

[Your Name]

[Your Email] | [Your Phone Number] | [LinkedIn URL — optional]

[Date]

Dear [Name — find the right person on LinkedIn if possible],

I am writing to introduce myself and to enquire whether [Company Name] might have any opportunities for [a work experience student / an entry-level candidate / a junior role] in [the relevant department or area].

I am [brief description of who you are — current student, recent leaver, etc.] with a strong interest in [sector or type of work]. I came across [Company Name] [how you found them] and was drawn to [something specific — a project, their values, their growth, their reputation in the sector]. [Add one more sentence that shows genuine knowledge of what they do.]

I am not writing in response to a specific vacancy — I am proactively reaching out because [Company Name] is the type of organisation I am keen to learn from. I would be delighted to be considered for any suitable opportunities that arise, or simply to have a brief conversation about routes into the company.

I have attached my CV for your reference. Thank you for taking the time to read this — I appreciate it.

Yours sincerely,

[Your Full Name]

✓ **Worked Example — fictional student**

Kai Okafor

kai.okafor@email.co.uk | 07700 900 672 | linkedin.com/in/kaioakafor

12 June 2026

Dear Mr Thornton,

I am writing to introduce myself and to enquire whether Monzo might have any opportunities for a junior software developer or technical work experience student.

I am a Year 13 student at Haringey Sixth Form studying Computer Science and I have spent the past two years building websites and small applications in my own time — including a revision tool now used by over 40 classmates. I have followed Monzo's development closely since the launch of your shared tabs feature and I am consistently impressed by how the team communicates technical decisions to users through your engineering blog. It is exactly the kind of environment where I want to learn.

I am not writing in response to a specific vacancy — I am proactively reaching out because Monzo is the kind of company that takes product quality seriously at every level, and I am keen to understand how that works from the inside. Even a brief conversation or a shadow day would be genuinely valuable.

I have attached my CV for your reference. Thank you for taking the time to read this.

Yours sincerely,

Kai Okafor

— Found a named contact on LinkedIn — this significantly increases the chance of a response.

— 40 classmates using his tool is a specific, credible number. References a specific Monzo product feature — shows he's a real user.

— Confident framing — not apologetic about making unsolicited contact. Lowers the bar by asking for a conversation, not an interview.

— Brief and professional. No unnecessary padding.

05 Email Cover Letter

Sending your CV by email — shorter, more direct, but still professional.

When to use this:

Use this when a company asks you to email your CV directly rather than apply through a form. The email itself is the cover letter — keep it concise. Your full CV is attached.

DO

- ✓ Use a clear, professional subject line: 'Application — [Job Title] — [Your Name]'
- ✓ Keep the email to 3–4 short paragraphs — this is not a formal letter
- ✓ Attach your CV as a PDF and name it professionally
- ✓ Proofread the email body as carefully as you would a formal letter

DON'T

- ✗ Write the same length as a formal cover letter — shorter is better here
- ✗ Forget to actually attach your CV before sending
- ✗ Use a casual tone — this is still a professional communication
- ✗ Send it without a subject line — it looks careless and may go to spam

 **Template — replace everything in [brackets] with your own information**

// SUBJECT LINE:

Application — [Job Title] — [Your Name]

// EMAIL BODY:

Dear [Name / Hiring Manager],

I am writing to apply for the [Job Title] role [at your company / as advertised on X]. Please find my CV attached.

I am [one sentence about who you are — current student, recent leaver, etc.]. I am interested in this role because [one genuine, specific reason — show you know something about the company or role].

Through my experience in [most relevant experience], I have developed [2–3 relevant skills or qualities]. I am confident I can contribute positively from an early stage.

I would welcome the opportunity to discuss my application further. I am available for interview at your convenience.

Many thanks,

[Your Full Name]

[Your Phone Number]

[Your LinkedIn URL — optional]

✓ **Worked Example — fictional student**

// **SUBJECT LINE:**

Application — Retail Sales Assistant — Ethan Williams

// **EMAIL BODY:**

Dear Ms Clarke,

I am writing to apply for the Retail Sales Assistant role at The Fragrance Shop in Bullring, as advertised on Indeed. Please find my CV attached.

I am a college student studying Hospitality Management at Birmingham Metropolitan College, with over two years of customer service experience in fast-paced retail and hospitality environments. I am drawn to The Fragrance Shop because of your reputation for product knowledge and personalised customer service — which aligns with how I approach every customer interaction.

In my current role at McDonald's, I serve 200+ customers per shift and have been selected twice as shift cover lead. I am reliable, customer-focused and confident working under pressure. I am available for weekend and evening shifts and would be committed from day one.

I would welcome the chance to discuss this further at your convenience.

Many thanks,
Ethan Williams
07700 900 894

— *Subject line is clear and professional — job title + name. Easy to find and file.*

— *One sentence on who he is, immediately followed by a genuine company-specific reason for applying.*

— *200+ customers per shift is a strong, specific number. Mentions availability directly — saves a follow-up email.*

— *Short, clean close. No waffle.*

A tailored cover letter takes 20 minutes.

Most people don't bother. That's your advantage.

More free resources at careerguide.network