

# Writing A Strong Application Letter

Do you want to really grab an employer's attention? Then don't underestimate the power of the humble application letter. This undervalued communication tool can be the differentiator you need to outshine your competitors.

To improve your application results move away from dry, old-fashioned formulas and instead take a genuine approach that shows your motivation for the position, ideal fit to their culture and needs, and potential value you bring to their organisation.

This document will provide some simple tips you can apply when writing this important personal marketing document.

**Before writing your letter** read the advertisement and research to gain an understanding about the business, so you can deliver a response that is speaking directly to the needs of their organisation. Review in detail any criteria being used in selecting applicants, and look for clues on their corporate values or points of business pride.

## Pet Food Sales Assistant – Upper Brisbane

### We are looking for someone who has:

- A passion for animals and their nutritional welfare.
- Basic experience working with animals.
- Great relationship skills, and the ability to communicate well.
- Past experience in pet care or retail highly regarded.

### Jane Doe

123 James Lane, BRISBANE Q 4000 | PH: 0000 0000 | [jane@email.com](mailto:jane@email.com) | [janedoe/linkedin](#)

Janet Smith  
HR Manager  
Pets R Us  
123 Jones Street  
SMITHTOWN Q 0000

**RE: Pets R Us Pet Food Position (VRN #12222)**

Dear Ms Smith,

I read with great interest your advertisement for a Sales Assistant advertised on Saturday. As a long-term volunteer carer with the Ramsey Animal Shelter I've always been a strong advocate for quality pet food, and I know and love your products, so your advertisement caught my eye. After reading it in detail I realised it was an ideal fit for my skills and a great way to promote a product I believe in.

As you will see from my background I have worked across a range of paid and community roles that position me well to promote your pet food range:

- **Animals & Wildlife:** I have worked with both domestic pets and wildlife for more than ten years as a volunteer with the RSPCA. During this time, I have built a good working knowledge of animal care and the importance of appropriate nutrients for animal wellbeing.
- **Relationship Building:** As a part time receptionist with Acme Pty Ltd I work closely with clients, suppliers and our team and have built strong relationships across all areas which I use to support business outcomes. My strengths in connecting with customers and staff has seen other departments ask for me to fill in during absences.
- **Communication:** Through my recent Diploma of Business studies I have developed strong written and verbal communication skills. I can present persuasively during presentations, write concise and accurate business reports, and use Microsoft Office applications proficiently.

Having enjoyed my role with Acme, and recently graduated my Diploma in Business I am now looking for fresh challenges and your role is just the type of position I have been seeking. If, after reviewing my resume, you agree that my skills could add value to your operation, I'd love the opportunity to meet and am available at your convenience on the phone number above.

Kind regards,

Jane Doe

## Steps to Develop Your Letter

**Source contact details.** Sometimes this is in the advertisement, but other times you may need to research this information. If you can't find this information you can address your letter to "The HR Manager" or "Dear Sir or Madam" but this should only be a last resort.

**What's it About?** Make sure to include a subject line that states the position title you are applying for, and its Vacancy Reference Number (if there is one).

**Start your letter by sharing your genuine interest in the role and reason for applying.** Employers will relate better to you if they can see why you want to work with their company, or in this type of role.

**Next, position yourself for the role by telling the employer why you are a fit for their needs.** Highlight your star selling points without just rehashing your previous experience (which they can read in your resume). Instead focus on explaining how you can help their business. Persuade the employer of the value you bring through your strengths, skills and personality. Highlight either your skills or past achievement highlights here.

**End your letter with positivity, inviting the employer to contact you for more details.** Keep your letter concise. When you have finished, re-read it and look for opportunities to tighten or improve your wording, and then triple-check it to make sure there are no typos or errors. Send your letter in doc format as some employers may not be able to read pdf.

*We hope these have helped. If you have any questions please just call.*