

<Your name here>  
<Your contact number>  
<Your email address>  
<Suburb, State POSTCODE>

<Date>

<Hiring manager's name>  
<Company>  
<Company address>  
<Suburb, State POSTCODE>

Dear <insert hiring manager's name>,

Re: <insert role title> position

**<Beginning a career opener example>**

I'm starting out my career in <insert industry name> with a strong focus on <insert relevant technical skill>. That's why <insert role title> role is so appealing to me.

OR

**<Industry-specific opener example>**

I've always appreciated uniqueness when it comes to homewares, and prided myself on helping others to furnish their homes in a way that tells the unique story of their life. That's why I was so excited to see the position of <insert role title> at <insert company name> advertised on SEEK.

OR

**<Company-specific opener example>**

<Company name> has been of interest to me since embarking on its mega store approach to retail. I was also impressed with the profile of your managing director <name>, which I read in the Retail Journal late last year.

I'm confident that I am a great match for the role of <insert role name>, and can use my skills, experience and attributes to help <insert company name> reach your goals:

- **<Experience>** Include a sentence on your relevant experience.  
For example: 'I have six years' experience working on the shop floor in two highly competitive industries.' Also highlight any specific industry knowledge that you can bring to the role.
- **<Skills>** Highlight your most important core skills that talk to the key selection criteria for the role, e.g., 'I have strong written and verbal communication, and I am able to work to tight deadlines.'
- **<Attributes>** Include any personal attributes that show you are an excellent fit for this specific role, e.g., 'I pride myself on being proactive. I developed a new training process and accompanying manual for new starters,' or 'I'm a strong leader and enjoy motivating my team. I manage three salespeople that have continued to hit targets, month on month.'
- **<Performance>**. Promote a key achievement or result you're proud of that specifically relates to the role. For example: 'In my time at my current place of employment I have signed on 85 new clients and exceeded sales targets by 20% in two consecutive years.'

I welcome the opportunity to speak with you in more detail about this position and how I could use my skills to benefit your organisation.

Thank you for considering my application. I look forward to hearing from you.

Yours sincerely,

<Your name>