

For an impressive covering letter

When prospective employees have to plod through résumés knee deep, it is often that short (covering) letter that grabs their attention. Dubai-based Anup Bhatia, certified résumé writer and HR consultant, gives a few important tips on writing one:

Do's

- First impression is all-important, so ensure you make a good one. Use the "PIE" method – P for passion, I for interest and E for excellence.

- Write points which will appeal to your prospective employer and show him how well you have or can excel in the mentioned areas.
- Ensure your letter is error free – wrong spelling or grammatical mistakes should be avoided.
- Remember, an employer will go through other documents only if he is convinced with that first impression.
- Draft the letter in a professional manner. If possible, seek advice from an expert.

Don'ts

- Copy. Have your own style. When you copy a format, use different words to present your working style.
- Write lengthy letters.
- Repeat points. Writing the same point again and again will not convince the reader any more.

(For professional help on writing covering letters and résumés you can log on to bestcv@beim.ac)

