



Unit 27 Applying for a job

Task 12

Announcer: Listen to part 2 of Stella's conversation with Ms Bailey, her job coach. The "8 rules secret of success recipe" for "interview-getting".

Stella: So how about the application letter? What should I write?

Ms Bailey: Anything that makes you sound special and exactly what they are looking for, highlighting points from your CV.

Stella: So, how do I make me sound special? I'm so ordinary.

Ms Bailey: Just follow my "8 rules secret of success recipe" for "interview-getting".

Stella: That sounds good. What are these 8 rules for success?

Ms Bailey: 1. Address the letter to a real person. (Telephone or use the internet to find out the name of the HR manager, or even the CEO.)
2. Open with an attention-grabbing first sentence to grip the reader. This will ensure your letter is read.
3. Remember 1 page only ... less is more ... Leave lots of white space. Make every word count. Keep it short and sweet.
4. Focus on what **you** can do for the **employer**. How can you help their company? Tell them simply, using your CV.
5. The biggest secret is to use words that show your enthusiasm and passion for the job.

Stella: Can you give me some examples of words to use?

Ms Bailey: Yes ... now this is Rule 6: Use one from each of the 5 magic word pairs from the C.M.A.D.E. set, at least once in your letter.

- C Confident/Confidence
- M Motivated/Motivation
- A Attitude: having the right attitude to the job
- D Diligent/Diligence (attending to details)
- E Enthusiasm for the position / Enthusiastic person etc.

Stella: Writing one from each of these word pairs really works?

Ms Bailey: Yes, it's the best secret for success at getting interviews! Then, to end the letter positively, use the last 2 rules.

Rule 7: Request 1 action: e.g. Ask for an interview, soon. *"I would really like the opportunity for a personal interview, soon."*

Rule 8: End with something enthusiastic like *"I look forward to being interviewed at your earliest convenience."*

Stella: Do you have an easy-to-adapt letter like that, I can use?

Ms Bailey: Yes. I'll email one that you can change to suit you and your CV.