

Covering Letter Framework

Use this form to self-assess your covering letter, scoring it out of **15**. For each section, score 1 if you tick any point in row 1, score 2 if you meet all the criteria in row 2, and score 3 if you meet all criteria in rows 2 and 3.

For covering letter guidelines and further resources visit

lboro.ac.uk/services/careers/students-and-graduates/applications/letters/

Introduction

1	<ul style="list-style-type: none"> Does not explain current status, what you are applying for
2	<ul style="list-style-type: none"> Gives your current status (studying X at Loughborough University) Informs what you are applying for and where it was advertised Mentions your CV
3	<ul style="list-style-type: none"> Written in an engaging and well-articulated way Concise introduction to motivations and/or strengths, or experience

Motivations

1	<ul style="list-style-type: none"> No or lack of motivations for role or company Motivation is generic and could be applied to multiple companies/roles
2	<ul style="list-style-type: none"> Shows some motivation for company or role Demonstrates research has been undertaken based on the company's strengths Researched through resources such as company website, social media, news stories, trade journals and employee LinkedIn profiles
3	<ul style="list-style-type: none"> Shows knowledge and understanding of the company/role Shows unique selling points relating to the company/role Reflects on motivations and explains why these are important

Capabilities

1	<ul style="list-style-type: none"> No skills mentioned No evidence of skills A simple repetition of what is on the CV
2	<ul style="list-style-type: none"> Highlights skills which are relevant to the role Provides examples which demonstrates these skills Examples are different or an expansion on what is on the CV
3	<ul style="list-style-type: none"> Skills are embedded within evidence written in an engaging and articulate way Skills, qualities, attributes and values are included which relate to role and company values/behaviours/culture

Ending

1	<ul style="list-style-type: none"> No courteous ending but is abruptly ended Incorrect sign off
2	<ul style="list-style-type: none"> Courteous ending i.e. thanking employer Correct sign off (Dear Mr/Mrs/Dr = Yours sincerely or Dear Sir/Madam = Yours faithfully)
3	<ul style="list-style-type: none"> Short and concise summary leaving a good final impression CV referenced and welcoming invite to next stage in the process

Writing Style

1	<ul style="list-style-type: none"> Spelling or grammar errors Key points not addressed Paragraphs are too long Illogical structure Negative statements included Not structured in cover letter format (contact details can vary however)
2	<ul style="list-style-type: none"> No spelling or grammar errors, correct use of language, written positively Paragraphs of a suitable length Good structure to the letter including all key information
3	<ul style="list-style-type: none"> Language is consistently achievement focussed Examples are engaging Information is succinct yet persuasive and positive

Score out of 15
(Aim for a score of 12+)

Use the following **Action Plan** to note how you can develop and improve your covering letter.

Covering Letter Action Plan

Notes and action points to work on

Introduction:

Motivations:

Capabilities:

Ending:

Writing Style:

When you have reviewed your covering letter using the framework, you can **book an appointment** to discuss it with the Careers Network team, who can provide feedback and support you with your next steps. lboro.ac.uk/services/careers/students-and-graduates/book-appointment/