

Name

Address: Full Postal Address

Telephone: Include the telephone number you use the most or both mobile and landline

Email: full email address – make sure it's a sensible one

**MAKE SURE YOU HAVE A TAILORED RESPONSE (in response to a specific job advertisement and in line with the job description)**

Dear Sirs / Madam,

**VACANCIES** (You need to insert the type of apprenticeship you are looking for and the company for example: Project Support Officer Apprentice – Camden Council)

You can use the first sentence to outline what you are looking for and what your chosen career path (make this relevant to the role you are applying for).

*“As you will note from my enclosed CV.....”* use this opportunity to provide a brief overview of your CV, focusing on the elements that you believe would interest the reader.

Now explain why you are interested in applying for this opportunity.

- What interests you about this particular apprenticeship
- Why you would like to do this apprenticeship with this company
- What kind of transferable skills you have and where you got these skills from and also an example of when you have used these skills.

There shouldn't be any negativity within a CV and accompanying cover letter, so try and look for the positive, such as 'this opportunity will give you the chance to develop further by undertaking courses' or 'will provide you with the opportunity find the kind of role that would best match your skill set for example...'

At the end of the letter ask for the reader to give you a call to go through anything they need to know. You should always remain polite as this will have more of an impact with the reader.

Kind regards,

Put your full name here