



Cover Letter

Stand out with your cover letter

In just 4 steps, using the AIDA model! This model will give you an easy to apply structure to a cover letter. Here is how we suggest you apply it to yours!

AIDA

Attention

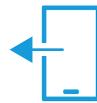
The first letter in the model stands for 'Attention'. It is all about demanding people to listen to you. These are things you can do in the first paragraph of your cover letter.



Ask a
question



Use a
quote



Refer to
earlier contact



Make a
statement

Interest

Once you have demanded attention it is time to let them know you are interested in them.

Why **this** job in **this** company?

Show your vision and your drive

Desire

Now that people are interested, make them actually want you!



Show your
relevant skills
and qualities



Match the
vacancy



Why should
they hire
YOU?

Use the STARR model. Join
the workshop to know more!



Cover Letter

Action

Time for the final push. Give your reader an incentive to reach out to you and meet you face to face. "Let's meet!"

Encourage action from the reader

Summarize your interest

Tips & tricks

Below are some more practical tips. Do you need more help? Sign up to our workshops now! Or visit us at the I Shop for a free check of your cover letter. More info: rug.nl/careerservices

General Criteria

- 1 Pay attention to a clear structure
- 2 Spelling and grammar need to be correct. Have it checked!
- 3 Show enthusiasm
- 4 Maximum 1 A4 (one side!)
- 5 Avoid clichés...
- 6 Keep it to the point.

More tips



Write to

- match
- 1: Does this company match your criteria?
- 2: Do your values match?



Analyze the

- vacancy
- 1: What sets this company apart from their competition?

Get some help!

Visit the I Shop or our office at the Bernoulliborg to get to know more and have your letter checked for FREE.

I Shop
Oude Kijk in 't Jatstraat 19
Mon: 11 - 17h
Tue - Fri: 10 - 18h

Bernoulliborg
Nijenborgh 9
Thu: 10:30 - 15h



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