

## The bad application letter

This letter is fairly typical to those received by employers every day of the year:

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12 Bristol Gardens,  
Perival, Middx

5 August 2002

Mr Chris Wilson  
Wislon Associates  
43 Frederick street  
Edinburgh

Dear sir

I wish to apply fore the position discribed in your advertisement int th Daily Mail of 8 June and inclose my CV which lhope will meet with your approval.

The positiion is just what I am looking for as it will enable me to use my excellent secretarial skills and ability to get on well with people. I have many years experiečne as a senior secretary in a vairy of companies. I was made redundnat from my last employer a few months ago, along with other staff, so am immediately available.

I am very interested in this idle opportunity and fear that I can make a useful contribution to your organisation once I have become family with the systems you use.

I hope this application may be treated favourably and that I will hear from you in the near future.

Yours faithfully

Mrs N O Hooper.

## Why the letter will sink without trace

- 1 No postcode – lacks attention to detail.
- 2 Assumes 'Chris' is male
- 3 The name is known, so why 'dear sir'
- 4 Does not make it immediately clear, which position is being applied for. The company may have advertised more than one vacancy.
- 5 Never wish – employers do not want wishers.
- 6 Or hoppers – why ask for approval.
  
- 7 'Just what I am looking for as it will give me...' is too self orientated. You should be telling them what you can do for them rather than what they can do for you.
- 8 Mentions only her secretarial skills when the advertisement specifically calls for managerial abilities.
- 9 Surely they are looking for someone who will make more than just a 'useful contribution'.
- 10 Ignores instructions in the advertisements for salary details.
- 11 Spelling and grammatical errors.