

# How to write a cover letter?

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A cover letter is a form of "marketing communication". You must ensure it advertises you!

The basic components of a cover letter are described in the enclosed file.

## The most frequent errors in application documents

- The failure to adapt a CV and a cover letter to the specific nature of a given company and a position.
- No clearly defined goal.
- Unclear and illegible graphic form.
- Sending the same letter to different locations, photocopying it and adding a handwritten name of another addressee.
- Excessively long letter discouraging from reading.
- Distorted chronology in the professional resume
- Mistaken names, dates, spelling and stylistic errors etc.
- Copying a CV and cover letter which were found in guides for jobseekers.
- Exaggerating descriptions of one's own values and, equally frequently, excessive modesty.
- No specific examples to support your qualities or achievements
- Repeating the information included in CV in the cover letter.
- "Copying" job offers.
- No personal data protection clause.
- No signature under the letter.

### Załączniki

[Example — cover letter \(in Polish\).docx \(docx, 23 KB\)](#)