

## Apprenticeship Cover Letter

READ THIS AND THEN USE THE TEMPLATE AT THE END.

### Speculative Apprenticeship Letter

Plenty of apprenticeship opportunities go unadvertised. If you've got your sights set on working for a particular company, then sending off a speculative application might be your best bet. The speculative cover letter is a big part of that application. Your letter or email will form the first impression that the employer will have of you and you'll want to make sure it impresses. If you're going to send your letter as an email, please make sure that you are as polite in the email as you would be if you were to post your letter.

### Erm...can I be your apprentice?

Randomly sending in a letter or email enquiring about apprenticeship opportunities might seem like a strange thing to do, but plenty of people do it. So what exactly can you put in a speculative letter?

Here's the thing: there's no guarantee that the company will read your letter. You'll need to attract their interest straight away. No opening with a whimpering: "I'm writing to..." You really have to sell yourself and make them intrigued to find out more about you.

It should still follow the general rules of cover letters: keep it short, concise and no longer than a side of A4. Really pay attention to your writing: check it for spelling mistakes and grammatical errors. Make sure your sentences flow nicely, and read it aloud to make sure it makes sense.

### Tailoring your speculative apprenticeship cover letter...

One thing you shouldn't do is just blindly send out the same apprenticeship speculative letter to hundreds of companies. The best cover letter will be a targeted one, so carefully research the company you are applying to.

Generally speaking, most speculative cover letters will be formal and conservative, but for more creative companies, you can push the speculative letter boundaries. Feel free to be more original; however, make sure you still get across your key skills and experience, whilst injecting a liberal dose of your own personality.

Above all, you'll want to show the company why you want to work for them and why it will benefit them to take you on as an apprentice. Give them unique reasons as to why you want to be their apprentice. What is it about their company and industry that really appeals to you? Perhaps more importantly, you'll need to hammer home the skills you have that will make you a great future employee. Explain to them how hiring you will really help their company.

### Writing your speculative apprenticeship cover letter...

When sending in a speculative letter, it's always best to phone the company first and find out who you should send it to. That way you can address your letter to an actual person, instead of writing the generic 'Dear Sir/Madam'.

Your first paragraph will need to grab their attention, as well as enquire about possible apprenticeship openings. You might also want to give them a brief sentence about what attracts you to the company and what has motivated you to send the letter. You might want to tell them

about your current situation: e.g. "I'm about to receive my GCSE results and I am looking for an intermediate apprenticeship in engineering".

In your next two paragraphs, you'll want to show them that you have the skills and experience to be considered for an apprenticeship. Give them unique reasons why you'd be great for their company, outline your key skills (with examples) and mention any relevant work experience or extracurricular activities.

Don't be afraid to appear confident in your letter, but also don't brag; no "I'm the best person in the entire world. I'm the Usain Bolt of apprentices." A good apprentice appreciates he or she has a lot to learn.

### **How to end your speculative cover letter...**

Don't end your letter on a bum note, be positive. Say something like "I'm looking forward to your reply" or even "It'd be great, if possible, if we could arrange a meeting to discuss this further." You should end your letter using "Yours sincerely" if it's being sent to a named person or "Yours faithfully" if it's not addressed to a particular person. After that comes your name (obviously!).

So there you have it. There's really nothing stopping you sending off speculative letters to enquire about apprenticeship opportunities. Above all, be persistent; you might have to send out bucket loads of letters before you get a reply.

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Mrs E Goodan  
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Hoveton Engineering  
25 Wroxham Road  
Hoveton  
Norfolk  
NR12 7XS

23 February 2020

Dear Mrs Goodan

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*In your next two paragraphs, you’ll want to show them that you have the skills and experience to be considered for an apprenticeship. Give them unique reasons why you’d be great for their company, outline your key skills (with examples) and mention any relevant work experience or extracurricular activities.*

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Yours sincerely,

Andrew Sallis