

Apprenticeships: Speculative Cover Letter Guidance

Another way to find an apprenticeship if there are no available vacancies in your local area is to approach employers directly. To help approach employers we recommend including a speculative cover letter with your CV. It can demonstrate your proactive attitude and enthusiasm to a potential employer, even if there are currently no apprenticeships being advertised.

A speculative cover letter is a way of attracting an employer's attention about how your skills would be beneficial to the business and why you would like to be a part of their team. A well written speculative cover letter can encourage the employer to also read your CV. Your speculative cover letter can help to express your personality, but still needs to be professional.

Here are 10 Top Tips to get you started...

1. Research the employer or employers you have identified you would like to approach. This is important because whilst you do not have a job description to refer to, you will need to include **why** you like to work for the employer **and what** relevant skills and any experience you have to offer in the role you are looking for.
2. Why are you getting in touch? Don't forget to include that you are looking for an apprenticeship!
3. Keep it brief! Be concise, to the point and only include relevant information. Your cover letter should be a maximum of one side of A4 with paragraphs.
4. Avoid repetition. The content in your covering letter should be different to the content on your CV.
5. If you are writing a speculative cover letter for more than one employer, make sure your letter is still tailored to each employer.
6. Always check your letter for spelling and grammar errors before sending it. First impressions matter, ensure your letter is error-free and you use the same font style throughout.
7. If you can find out who to address your letter to then use their name, i.e. 'Dear Mrs Smith/Dear Mr Brown'. If you are unable to find a name then use, 'Dear Sir/Madam'.
8. Close you letter by thanking them for their time and expressing your interest in receiving a reply about any upcoming opportunities or being open to a conversation.
9. Signing off - If you've written to a named person remember to sign off with 'Yours sincerely'. If you started your letter, 'Dear Sir or Madam', then sign off with 'Yours faithfully'.
10. Don't forget to send/attach your CV with your cover letter!

BONUS TIP!

- After a couple of weeks follow up with the employer if you haven't received a response. This demonstrates your initiative and helps to build a connection with your potential employer.

Questions to consider when researching an employer:

1. Do your skills and attributes align with the businesses mission and values?
2. What inspires you to want to work for the employer?
3. Can you travel realistically to where the employer is based?

Useful Links:

- CV Library UK: [Cold-contact cover letter: How to write one | CV-Library](#)
- REED: [Speculative cover letters: What you need to know | reed.co.uk](#)