

Sample cover letter: Cold calling + no paid work experience

(A Youth Central cover letter template)

Use this sample cover letter if:

- you're looking for work at a specific company or business
- there are no advertised vacancies at that business.

Contacting a business or company to ask if they have jobs available is called 'cold calling.' Cold calling lets you tap into the hidden job market of unadvertised jobs. Some reports say there are more unadvertised jobs out there than advertised ones.

It also shows you're independent and enthusiastic - qualities employers are looking for. Even if there's no work available, employers may keep your application and approach you when work becomes available. Even if they don't, it's worth following up in a month or so to see if the situation has changed.

Key points of a cold calling cover letter are that it:

- introduces you
- explains why you're writing to the business
- shows you've taken the time to research the business
- links what you learned about the business to your own experience, values, interests or goals
- finishes by inviting the business to contact you and indicating that you will follow up your letter with direct contact (note that if you say you're going to contact them, you must do so).

If you haven't had any formal, paid work experience, things you can mention instead include:

- school work experience or volunteer work that demonstrates your strengths and attributes
- general skills that help you work in a team and as part of an organisation
- any sporting or community club participation (if relevant)
- hobbies or interests that are relevant to the job or demonstrate your professional experience
- personal attributes that will help you learn to work in a professional work environment.

In general, a good cover letter should usually include:

- your name, email address and phone number at the top of the page on the right
- the name of the business and the contact person's full name (if you know it) on the left
- the date you wrote the letter on the right
- a reference line (e.g., 'Re: General application for positions within your organisation.')
- an address to the reader directly (e.g., 'Dear Mr. Moyle' - avoid using 'To whom it may concern' if you can).

For more information about job applications, including more cover letter and resume samples, visit www.youthcentral.vic.gov.au/jobs.

Below is a sample cold calling cover letter with no paid work experience:

Joanne Tint
Email: joannetint@xmail.com
Mobile: XXX XXXX XXXX

Mr Allan Moyle
John Smith and Associates
Phone: XX XXXX XXXX
Email: enquiries@johnsmithandassociates.com.au

7 March 2024

RE: General application for available positions within your organisation.

Dear Mr Moyle,

As a highly motivated and dedicated student with strong communication and interpersonal skills, I would like to enquire about positions available at Moyle Retail Solutions and provide you with my details for your records.

Moyle Retail Solutions has a strong reputation for providing quality products, after-sales service and a positive customer experience. I believe I have skills, experience and personal qualities to make a meaningful contribution to your business.

While studying at high school, I have been extensively involved in my school community, which has allowed me to develop strong interpersonal skills. My involvement in various events, including drama productions and sports carnivals, has allowed me to work closely with my peers while supporting the school community as a whole.

These experiences have given me strong time management, as well as communication and organisational skills, which are all vital to providing strong customer service and administration in a retail environment.

Personal attributes that I believe make me suitable for this position include:

- motivation – volunteer participation and school results demonstrate high motivation
- customer service – assisting with the sale of products at community events has given me customer service skills
- communication – acting in drama performances and working as an MC for school events has given me communication skills.

My teachers and educators have commended me for my willingness to participate and my dedication to helping out where possible. I enjoy working with others and believe my strong communication skills will ensure that I can meet the expectations of this role.

I would very much appreciate the opportunity to meet with you to introduce myself and discuss any suitable positions that may be available. I enclose my resume for your consideration.

I will follow up this enquiry in the coming weeks, but in the meantime please don't hesitate to contact me if you have a position available.

Thank you in advance,

Joanne Tint

Ph: XXXX XXX XXX