

THE HANDLE GUIDE TO...

the perfect Cover Letter



INTRODUCTION

to this guide

You've polished your CV. Now it's the cover letter.

This is where you connect the dots, not just what you've done, but why it matters to this company, this role, right now.

In this guide, we break down how to structure a cover letter people will actually read, and how to give yourself a real chance of landing an interview.

The goal? A cover letter that's clear, relevant, and easy to believe, without the clichés.

BEFORE YOU START...

A good Cover Letter shouldn't repeat your CV. It should amplify its contents.

Before you start writing, it's worth being clear on what a cover letter is actually for. It's your chance to explain:

- ▷ Who you are (beyond your CV)
- ▷ Why this role, and why now
- ▷ What you could bring to the role, backed up with real examples

It connects your experience to this exact role, shows your thinking, and gives a sense of who you are to work with.

STRUCTURE

Set up a clear flow so your cover letter feels cohesive.

Formatting tips:

- ▷ Avoid dense paragraphs
- ▷ Use a clean, professional font (Arial, Calibri, Helvetica)
- ▷ Send as a PDF but have an editable version ready to share

Contact info: Full name, postcode, email, number, LinkedIn

Greeting: Start with a friendly, targeted hello

Opening paragraph: Your hook and why you're applying

Core section: Show why you're a strong fit with examples

Closing paragraph: Reaffirm interest and next steps

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Dear Handle Records hiring team,

As someone actively involved in the music scene, I've long respected Handle Records for its commitment to supporting artists with a distinct vision. I admire your diverse roster, the genres you champion, and your dedication to nurturing talent while connecting them with the right audience. The chance to contribute to a team that drives both creative and commercial success is what draws me to this marketing internship.

Having spent the last couple of years building real experience in music marketing, I've developed and executed social media strategies for two unsigned artists, created campaign content using Adobe Premiere Pro, CapCut and Canva, and managed content calendars and scheduling across multiple platforms. Alongside this, I've built a strong local network, independently managing all promotional activity for a monthly club night that I run, scaling it from 40 attendees to a 200-capacity sellout within a year.

Supporting artists and the music industry is something I am deeply passionate about, and I would love the opportunity to do so at Handle Records, helping shape creative marketing campaigns that amplify artist identity and reach new audiences. Thank you for taking the time to review my application, my CV is attached, and I would welcome the chance to discuss the internship further with a member of your team.

Kind regards,

Jamie Carter

DO YOUR RESEARCH

Good research will make your cover letter stand out.

Learn about the company.

- ▷ **Browse their website:** check 'About', 'Careers', and key products/services to understand their mission and priorities.
- ▷ **Read recent news or campaigns:** spot recent campaigns, updates, or initiatives to show you're aware of their current focus.
- ▷ **Check social media:** see how they communicate on socials - notice tone, values, and style to align your voice in the cover letter.

TONE

Use a natural, conversational style that reflects your personality, but still keep an element of formality.

Avoid:

- ▷ Empty phrases or jargon that don't show real experience
- ▷ Repeating CV bullet points
- ▷ Language that sounds overly generic or AI generated

Don't be afraid to show a bit of character. People don't want to read another robotic introduction. They want to feel like you're writing to them personally.

FIRST PARAGRAPH

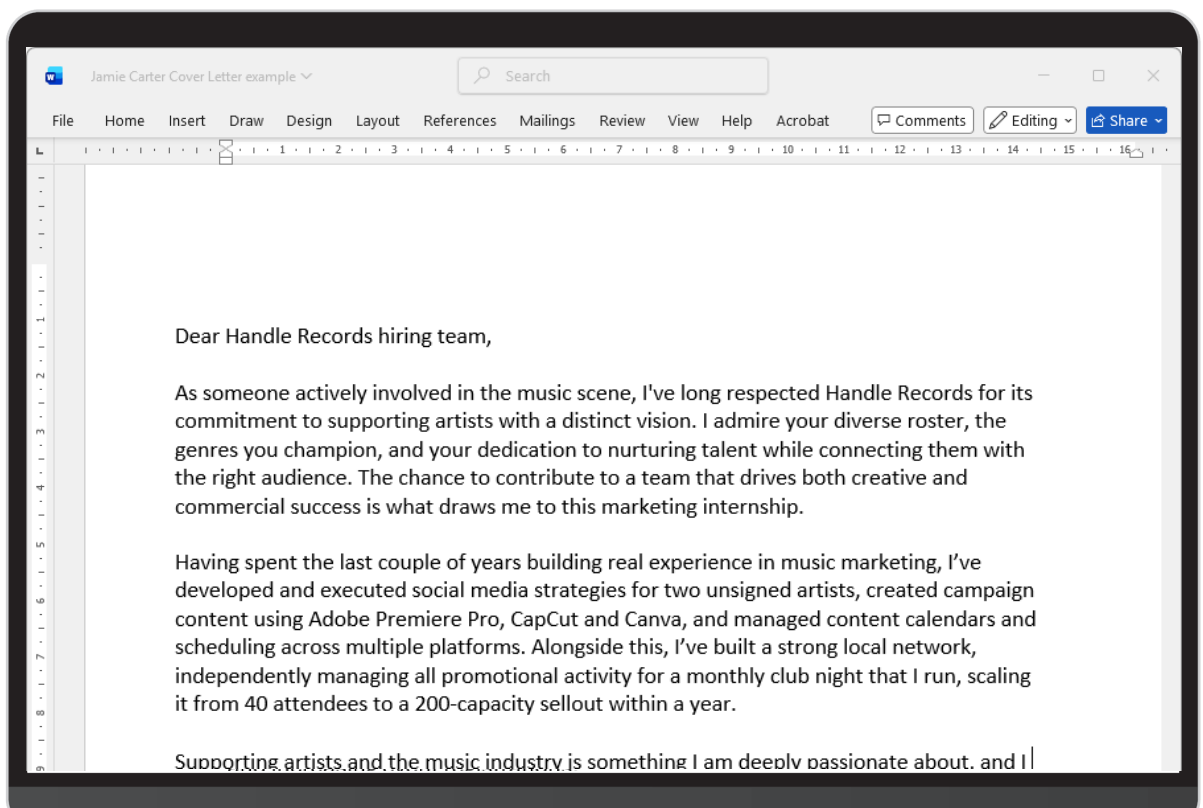
Your first paragraph sets the tone. It should feel considered, not formulaic.

Instead of jumping straight into *"I'm applying for..."*, start with what genuinely caught your attention about the role advertised.

Include:

- ▷ What specifically drew you to the role (not just the job title, but what about it feels right)
- ▷ Something about the company's work, style, or values that you've noticed and like
- ▷ A brief sense of why this role makes sense for you at this point

The key here is to sound like you've made a conscious choice to apply, not like you're working your way down a list.



CORE SECTION

Keep it focused and easy to read.

Be specific and focus on what you did and what it achieved. Aim for one or two short paragraphs.

- ▷ Pick one to three key skills or qualities from the job ad
- ▷ Give one concrete example for each
- ▷ Briefly explain the impact or outcome

Examples can come from:

- ▷ **Work experience:** key responsibilities, measurable impact
- ▷ **Volunteering:** teamwork, impact, and transferable skills
- ▷ **Freelance projects:** client work, outcomes, problem-solving
- ▷ **Uni work:** academic projects, coursework, research

END WITH PURPOSE

Your closing paragraph should:

- ▷ Reaffirm enthusiasm for the role
- ▷ Thank the reader for their time
- ▷ Indicate your interest for an interview or follow up conversation

You can also reference that your CV is attached. Finish with a friendly and professional sign off, such as: *Many thanks, Best, Kind Regards...*

FINAL CHECKLIST

- Spell check - get a trusted second pair of eyes
- Read aloud - does it sound natural?
- Cut anything that doesn't add value
- Make sure formatting matches your CV
- Save and send PDF Document
- Do you have an editable version as well?
- Ensure the tone reflects you, not a generic template

Bonus tips...

Don't just copy the same letter for every job. Tailor each application. AI tools can help brainstorm, but always rewrite in your own voice.

NEXT STEPS...

Done well, your cover letter can be the difference between your application being overlooked and getting the interview.

You can also use AI to improve your CV & cover letter by using specific prompts. See our **'How to Use AI to improve your Applications'** blog post.

For additional career resources visit handle.co.uk/career-

