

Example of an Application Letter in Response to an Advertised Position Using AIDA

The following is an example of an AIDA letter. See [Application letter : Advertised position](#). To reiterate points in this section note some important points.

In order for the reader to process **the opening (attention) statement**, *forget about old formats* to begin the letter such as “I am applying for the Accounts/Clerk position advertised in the West Australian on 20th April 2009”.

This takes away from the in overall impact of attention statement. Try using a business letter writing structure, for example.

Dear. Name of person,

Re: Bookkeeper/Accounts Clerk Position
West Australian Newspaper, 20 April 2009 (optional line)

Secondly, don't accept that you have to write to an unknown person. Ring up and find out whom you should address the letter to and use the name. Make sure your envelope is addressed correctly so that it goes to the right person. Mark it “Private and Confidential”. **It is.**

- 1) **BE SYSTEMATIC** - Cut and paste the advertisement. Pull out all the criteria and re write them. It is amazing how many times crucial information is forgotten. Tick each criterion off when you proof read your letter.

<p><u>ESSENTIAL</u></p> <ul style="list-style-type: none"> • 18 months and work exp. • Computerised accounts experience. • Computer literacy. • Excel & W4W. <p><u>DESIRABLE</u></p> <ul style="list-style-type: none"> • (TAFE Certificate) <p>DUTIES</p> <ul style="list-style-type: none"> • Varied • <p>COMPANY INFO</p> <ul style="list-style-type: none"> • Progressive company • Attractive salary to right person 	<p>Bookkeeper/Accounts Clerk</p> <p>A bookkeeper/Accounts Clerk with at least 18 months paid work experience is required for a progressive office in the city. As duties will be varied, computerised accounts experience along with computer literacy with Excel and Word for Windows, is essential. A TAFE certificate will be well regarded. The working conditions are excellent and attractive salary will be offered to the right person. Your written reply should include a copy of your resume and addressed to:</p> <p>The Accountant PO Box Y3489 East St Georges Terrace PERTH 6832</p>
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2) COMPANY INFORMATION

Do I acknowledge this information given? - In this case - yes. why?

Read between the lines.

Apart from the skills required this company is telling you about themselves.

- Because these accounts positions are hard to fill?
- They want someone who is flexible - prepared to change and take on a bigger workload in the future - to progress with the company.
- They want more of a multi-skilled person - (usual for this job to include secretarial work). Otherwise why would they want a qualification?

In some cases it is superfluous to the application, so don't bother acknowledging the company details.

Note: You may not be able to meet the **desirable criteria**, so in the following letter I have left the qualifications out and tried to make up for it in providing other relevant information such as training and experience. Also do not give away confidential company information, i.e. the number of *outstanding* debtors and creditors in your old company had that you had to chase up could be confidential.

The desire statement is easy in this one. They haven't stated the size of their debtors and creditors lists and the volume of work needed to perform the job so you can address this. Quantify what you have done, i.e. database of 200 clients.

Will I Be Overqualified?

If you are afraid of sounding overqualified or too old - don't be. It is the major risk but you can't think about it. In the following letter I have tried to create the impression that I don't see the position as easy by saying I would "enjoy the challenge" and I have the energy. After all they **wanted experience** you can't assume anything negative. In the end it will be a very subjective decision anyway unless the company uses selection criteria.

Example Letter

You will note that because the company wanted 3 years experience so this is all I have addressed through one past job and I have written only one sentence to draw attention to the resume. You may have to talk about several jobs to expand upon your full experience. **Although the following letter is a bit long the employer did ask for a lot of skills and experience that must be addressed**

EXAMPLE

Miss Lynne Williams
25 Lancombe Street
INGLEWOOD WA 6052

20th April 2009

The Accountant
Mrs Radcliffe
PO Box Y3489
East St Georges Terrace
PERTH WA 6832

Dear Mrs Radcliffe

**RE: Bookkeeper/Accounts Clerk Position
West Australian Newspaper, 20th April 2009**

I have had over 3 years paid work experience as a Bookkeeper/Accounts Clerk using both Excel & Word for Windows V6 computer applications.

My last position was with a medium sized manufacturing company where I took sole responsibility for the bookkeeping functions to trial balance, accounts receivable and payable as well as other clerical/secretarial tasks.

When I started with this company it had only been operating a short time. It grew substantially over the next 4 years. My role gradually expanded to included payroll for up to 40 staff and I also managed and maintained a database of 4,000 new subscribers.

I really enjoyed being part of a progressive company and I enjoyed being part of a team that helped it grow. Unfortunately the company was listed on the stock exchange and its Head Office relocated to Melbourne, leaving only a sales division in Perth: Prior to this last position, as you will see by my enclosed resume, I have had substantial office/secretarial experience.

In April 2008, I did a refresher course in bookkeeping and office procedures. Over the years I have ensured that I am kept up to date with the latest work practices and equipment - attending seminars on tax changes, for example.

I believe I have the energy, skills and flexible attitude to meet the requirements of a progressive company and I am more than willing to meet the challenge.

I would welcome a personal interview where I can expand upon my skills and experience. I am available for an interview during and after office hours.

Yours sincerely

Lynne Williams
Enc. Resume