

What is a Speculative Cover Letter?

A speculative cover letter is a way of approaching an employer when they are not currently advertising jobs. It is a great way of getting your foot in the door in competitive industries. If there is a particular employer that you would love to work for, or simply make connections with, writing a speculative cover letter can help.

getting in touch- Here you should also demonstrate that you have researched the company

- A second paragraph highlighting your key skills and experiences
- A closing paragraph re-emphasising why you would be a good fit for the company

Take a look at some of the examples below...

What Should a Speculative Cover Letter Include?

- Include a name -You can find contact names on LinkedIn or by phoning an organisation
- First introductory paragraph highlighting who you are and why you are



This speculative letter has been written in an email format. Email cover letters should be short and include neither the candidate nor the employers address.

Speculative Cover Email- Networking with an Employer

Dear Susan,

I am a final year Fashion Branding and Communications student at Arts University Bournemouth. I recently attended your webinar and was really inspired by the work you have done to make Fashion UK a truly sustainable brand.

In my final year project, I am focusing on how to champion sustainability in the fashion sector and have developed skills in market research and social branding. I enjoy discovering how brands tell their stories, engage their audience and bring the client on their journey. I am really interested in how you have successfully rebranded Fashion UK to reflect the company's sustainability mission and would love the opportunity to find out more about this.

I'd be grateful if you could give me some feedback on a rebrand I have been working on which can be seen [here](#). I've attached my CV for your reference, and would love to receive your thoughts on my work and any tips you may have. I look forward to hearing from you,

With Best Wishes,
Sara

Provide useful hyperlinks so that employers can see your work quickly.

Speculative Cover Email - When applying for a summer internship

Show the employer you have done some research by writing about their website, an event they ran or a social media post they put out.

Dear Leo,

I am a second year Creative Events Management student at Arts University Bournemouth with a specific interest in developing innovative event designs for weddings. I have reviewed your website and was excited to see your recent development of planning weddings with a vintage theme. I am looking for a summer internship role and would like to enquire as to whether there might be an opportunity at ABC Events.

In my final year project, I am focusing on developing an event strategy for a vintage music festival. As part of this I have developed skills in organising, budgeting and negotiating with clients. I have enjoyed working to a vintage theme and would love to carry out further exploration of this area and others at ABC events. I am really interested in how you have successfully expanded your client base through creating extraordinary event designs and would love the opportunity to find out more.

I'd be grateful if you could give me an indication as to whether there will be any projects available for me to work on this summer or whether I would simply be able to provide a helping hand to your existing team. I've attached my CV and some examples of my work for your reference. I look forward to hearing from you,

With Best Wishes,
Carl

Always attach your CV and some examples of your work. Ensure that work examples do not take too long to download.

Make a few different suggestions about things you could do as part of the internship. "complete a live brief", "work on a project" or "provide a helping hand with.."

Speculative Cover Letter-Seeking a job BUT don't ask about positions straight away!

Mr Alex Waite
ABC Models
23 Promenade way
London
LO21 6AP

If you choose to send your speculative cover letter in the post, add your address to the top right of the letter and the employers address in the top left.

Ms May Smith
2 Oak Lane
Guildford
GU23 7ND

Dear Alex,

I am a third year Model Making student at Arts University Bournemouth with a specific interest in developing props for stage and screen. I have reviewed your website and was excited to see your recent prop designs for films with a horror theme. I enjoy following your blog posts and like learning about how your extraordinary prop designs have led to you expanding your client base to international films. This summer I am looking for a client to work with on a live brief and would like to enquire as to whether there might be an opportunity for me to complete a project for ABC models.

In my final year, I fulfilled a brief which required me to make a prop for a local Dorset horror short film. In addition to advancing my making abilities, this brief allowed me to develop skills in organising, budgeting and negotiating with clients. I have enjoyed working for the film sector and would love to carry out further work in this area.

I'd be grateful if you could let me know as to whether there will be any live brief projects available for me to work on over the summer or whether there are any future opportunities at your organisation that I could apply for. I've attached my CV and some examples of my work for your reference. I look forward to hearing from you,

Your Sincerely,
May

Try and talk about things you have done in a way which is relatable to work they have done.