

Letter writing hints and tips

1. Attention to detail is an absolute must
2. As with CV writing and the “do’s and don’ts” discussed, consistency, accuracy, paper quality etc, all speak volumes about you as a designer.
3. There could be a **visual** relationship between all of your correspondence material, for example if you use a letterhead this could be echoed as the heading for your CV and Personal Profile. Allow your design signature to permeate without being distracting to the text.
4. Content – Be direct, you can’t afford to ramble. Keep it relevant. Try not to make it too personal, and lapse into “story telling mode”, keep it professional sounding and succinct.
5. Your tone - sound confident and positive but don’t be pompous.
6. You may have to elaborate on certain features mentioned in your CV or Profile in the actual text of your letter to ensure that the recipient understands immediately the relevance of your correspondence.
7. Consider giving them more than just a letter on white paper - something visual – brand id, links to your digital presence. Just a letter and CV can be quite cold and the recipient might be more inclined to respond to an inspiring visual.
8. If sending an email how can you make it stand out? Embed the design identity in your signature, use your letter head in the content on the email; many email providers allow you to create custom headers and footers. Embed links to your website, artstthread, linkedin, social media etc – make it easy for them.
9. It is important to follow up letters with a phone call, email, or a polite second letter. Don’t give up, people are busy, it may take more than first attempt. Be resilient!
10. Contemporary ways of making contact – when messaging through social media, LinkedIn etc. the same level of rigour should be applied to your written communication and visual presentation across all of these.