



WHAT IS AN APPRENTICESHIP

Ebook

www.apprentago.co.uk



A → BY CARLO WEAVER, CEO OF APPRENTAGO

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PART ONE:

WHAT TO TELL YOUR PARENTS ABOUT APPRENTICESHIPS

OVERVIEW

Thinking about pursuing an apprenticeship but don't know where to start? Unsure what an apprenticeship entails or how to secure an offer? Concerned about what your parents might think? "What is an Apprenticeship" is the Ebook for you.

Apprentago is an educational technology company committed to supercharging social mobility for over 5 million students across the UK. We've successfully coached students into apprenticeships at prestigious firms like Goldman Sachs, Microsoft, and PwC. Our platforms have made impactful social media content generating millions of views for global brands such as NatWest Group, Porsche, and Apple, and support over 50,000 active monthly users in finding apprenticeships.

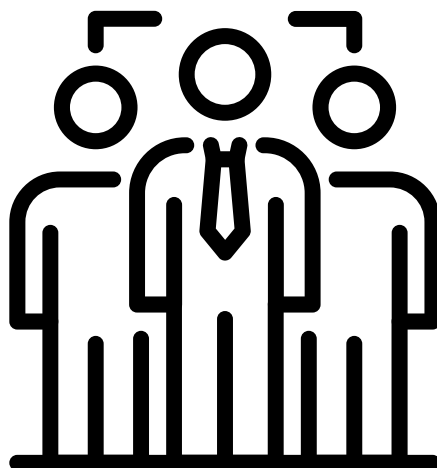
Whether you're considering options after sixth form/college, looking to change careers, or at any other stage in life, the "Why an Apprenticeship" Ebook is meticulously designed to guide you from start to finish in securing an apprenticeship offer. It equips you with the necessary knowledge to discuss apprenticeships confidently with your parents or teachers.

Apprenticeships offer a 100% debt-free education and the potential for a starting salary of up to £35,000. Securing these positions can be highly competitive, sometimes even more so than gaining admission to universities like Cambridge and Oxford, especially when applying to globally recognized companies.

This Ebook delivers comprehensive and actionable advice across each section to assist you on your journey. Discover what apprenticeships entail, where to find them, and top tips to master the techniques needed to land your dream apprenticeship.

However, reading this book is only the beginning. The real success comes from applying what you learn and persisting through challenges. Apprentago supports you further with 1-on-1 coaching and our Skool community platform.

Embark on your apprenticeship journey today and remember, it only takes one 'yes' to change your life!



THE LANDSCAPE HAS CHANGED

The traditional university route no longer guarantees you a job, unless you are going to the top institutions (e.g. Oxford, Cambridge, LSE etc.) On the other hand, a degree apprenticeship does.

The cost of education associated with traditional university is only increasing, but not every degree is providing enough value for money. On top of this, laws around student loans are changing. You now start repaying your student loan when earning £25,000 (instead of £27,295) and the repayment period for your student loan increases to 40 years instead of 30.

“On the current system, the state pays 44p in the pound and the student pays 56p in the pound on average. Under the new system, the state will pay 19p in the pound and the student or graduate will pay 81p in the pound on average.” – Martin Lewis, Money Saving Expert.

It’s now calculated that anyone who starts university in 2024 will be paying their student loans back their whole working lives, even into retirement!

If anything, degree apprenticeships are now so in demand that there is stronger competition to secure one compared to a traditional Russell-Group university.

“Recent graduates (2020 onwards) currently face an unemployment rate of 12%, which equates to over 96,000 unemployed graduates each academic year.” – Andrew Fennell (CEO of StandOut CV)



WHAT'S HAPPENING IN TOP SCHOOLS?

High-paying careers that you could only break into via the traditional route have now opened up for school leavers via degree apprenticeships. Solicitor, Chartered Accountant, Investment Banker, Aerospace Engineer, Software Developer, Laboratory Scientist and more.

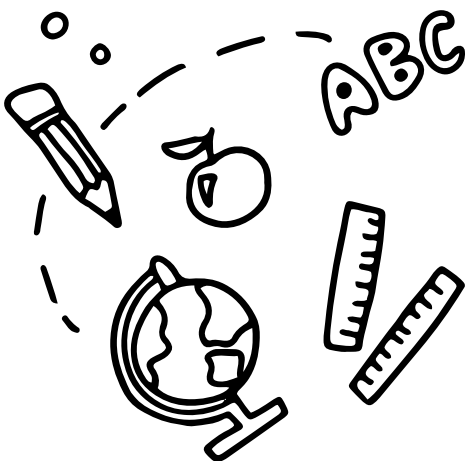
Such has been proven by the brightest and highest achieving students in schools such as Brampton Manor and NCS (who achieved 97% A*-B grades in 2023) are now saying no to Oxbridge but yes to degree apprenticeships.

Companies such as Goldman Sachs, Rolls-Royce, AstraZeneca, Microsoft, Apple, PwC, Allen & Overy are offering the opportunity to earn a competitive starting salary as high as £35,000 at as young as 18 years old coupled with a full, debt-free undergraduate degree at a Russell-Group university such as Warwick University, University of Exeter and Queen Mary University London.

This is all whilst working alongside industry professionals from day 1.

“The forecast average debt among the cohort of borrowers who started their course in 2022/23 is £45,600 when they complete their course.” Paul Bolton – Chief Information and Governance Officer (The Conservative Party)

This does not include 40 years of accumulated interest of 7.1% per year which would be paid on top.



CAMBRIDGE UNIVERSITY VS DEGREE APPRENTICESHIPS

Cambridge University

Degree Apprenticeship

Can get you in £50,000 of unwanted
Student DEBT



Start on a £35,000 salary
No Student DEBT
Earning £150,000 + over 4 Years

You CAN end up working in:
Investment Banking, Big 4 Finance &
Consulting, Magic Circle Law,
Google/Microsoft...



You ARE working in:
Investment Banking, Big 4 Finance &
Consulting, Magic Circle Law,
Google/Microsoft...

Leave with no hands on work experience
(Unless you luckily find an internship)
Struggle to find a GRAD role



Finish with 4+ years of experience
Your extremely employable
Exit opportunities of £70,000+ salary

Statistics show that landing a top degree apprenticeship in 2024 is 18% harder than getting accepted into Cambridge University

SULEMAN'S STORY



EX-Cambridge Offer holder, Engineering Apprentice,
Apprentago Community Lead, Suleman Ahmed,



JLR

I rejected Cambridge University for an Apprenticeship.

Picture this: you've got an acceptance letter to study Engineering at Cambridge... the dreamy spires calling your name, the iconic gown that's practically a fashion statement, and the prospect of endless hours in historic libraries - and then you decide to hit 'Decline' for an apprenticeship.

Well, that's my story and it might just be the best (and most difficult) decision I ever made.

This decision took me an incredibly long time to make. I must have spoken to around 70-80 people over the months, asking their opinions and thoughts. I weighed up the pros and cons 100s of times in my head. I was confused, my mind going back and forth every day, scared to make the wrong choice.

But in the end, I did what I thought was best for me - I rejected one of the best universities and instead accepted a degree apprenticeship. And I don't regret it. Soon, more and more students will be in similar dilemmas to me, and I am here at Apprentago always ready to help.

PART TWO:

INTRO

ABOUT APPRENTAGO



Apprentago, founded by Carlo Weaver is an educational technology company committed to supercharging social mobility for over 5 million students across the UK. They have successfully coached students into apprenticeships at prestigious firms like Goldman Sachs, Microsoft, and PwC. Made impactful social media content generating millions of views for global brands such as NatWest Group, Porsche, and Apple gaining over 30,000 followers in just under one year. Currently support over 50,000 active monthly website users in finding apprenticeships.



30K+
Social
Followers



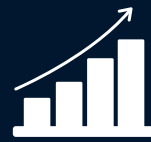
300K+
Likes



10+
Professional
Coaches



7M+
Views



50,000
Monthly
Website Users



1000+
Community
Members

www.Apprentago.co.uk



TESTOMONIALS



"Thanks to Apprentago's coaching, I landed an offer from Microsoft and secured invitations to 3 assessment centers. Carlo's guidance throughout from our initial coaching call to navigating workplace challenges, joining the discord community was invaluable in my journey toward a degree apprenticeship."

Saaleh Abanur

Microsoft Offer Holder.



"Apprentago has significantly improved my chances in securing a Apprenticeship. I am exceptionally grateful especially to JT, Jonathan who have given me mock interviews, and Carlo Weaver who has introduced me to this platform. I am proud to say it has thoroughly nurtured my abilities to secure offers from PwC, a Reserve Offer from JP Morgan and I am waiting for final stage decisions from other Investment Banks I had applied for."

Shrineesh Nareddy

Finance + Banking
Apprenticeship Offer Holder.



"Thanks to Apprentago, I transformed from struggling with online interviews to securing a coveted apprenticeship offer. Their invaluable guidance equipped me with essential skills and connections, propelling me through the selection process. Now, I eagerly await a response, grateful for Apprentago's instrumental role in my success. I highly recommend their services to anyone seeking apprenticeship opportunities."

Sufyaan Imran

Apprenticeship Offer Holder.

WHO IS THE CEO OF APPRENTAGO?



CEO of Apprentago, Carlo Weaver

Carlo is an EX investment banker for NatWest Group which he did via a degree apprenticeship, Google Recognised Finance Technologist and also a huge advocate for financial education in young people. When Carlo was 16 years old he was homeless with his mum for 8 months and left school with 0 GCSEs at the time because of it, all whilst being diagnosed Autistic!



Carlo Weaver



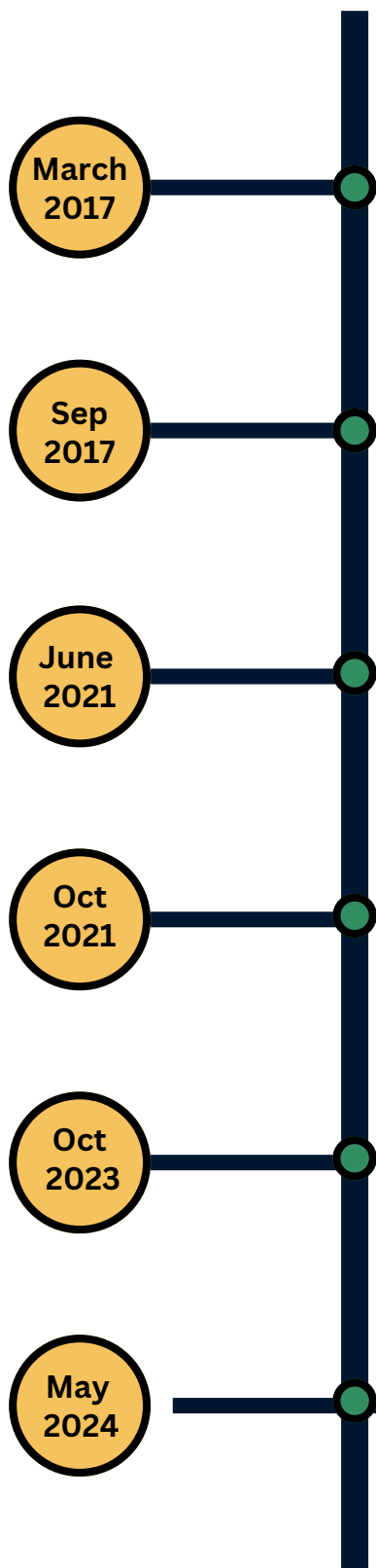
Carlo_Weaver



Carlo121



CARLO'S JOURNEY



Carlo at 15 years old gets made Homeless with his Mum. For the next 8 months they both are in and out of hostels and shelters trying to survive. This was a dark period in Carlo's life as he was very depressed, had no friends and with his Autism couldn't process all the change. This made Carlo miss out on his GCSEs resulting in him failing all of them.

Carlo decides that he needs an education to get a job so he embarks on starting a BTEC Level 1 ICT course alongside Level 1 functional skills English & Maths. In hopes to improve him and his mums life. This was super difficult for Carlo as he was still homeless and had to financially look after himself.

After 4 years at college Carlo finally graduated with a BTEC Level 3 in ICT achieving "student of the year" and after 3 attempts passed his Maths GCSEs. Carlo was now working four jobs to support his mum and now fulltime carer for his grandmother. Because of his efforts Carlo got a special offer from Kings College London to study a Computer Science Degree. He was frightened of getting in Debt and still broke so he rejected it. This was when Carlo found out about Degree Apprenticeships. He found NatWest Group apprenticeship for Investment Banking on the 6th page of Google and he applied!

Carlo starts his apprenticeship at NatWest and gets put into a £30,000 job straight out of college. It was life changing but he knew no one that was doing an apprenticeship and felt obligated to help people get into them. But the corporate jump from the classroom to the trading floor was surreal! So he had to hone his skills for a bit.

Two years into his apprenticeship Carlo now 2 years of experience in Investment Banking in Portfolio Management and as a Software Engineering on a trading desk. He also has came runners up at Googles UK Hackathon. Travelled to over 10 countries that year (Australia, Dubai, Switzerland) Even started a successful TikTok page a few months before to raise awareness about apprenticeships. Now Carlo takes the dive to launch his own business Apprentago! So everyone can find out, apply and learn about apprenticeships in one centralised place! This way anyone can find an opportunity to change their life's.

Carlo is building success with Apprentago but in Feb 2024 gets given a hard choice by NatWest. A to pursue his business Apprentago or B stay at his Investment banking apprenticeship with NatWest and finish next year on a £100k plus salary but quit helping people with Apprentago. Given this choice Carlo left NatWest and pursued his business full time in the pursuit to help others and become a legitimate entrepreneur. He now does his degree privately and is pursuing £500,000 of funding for Apprentago to build a AI-Technology platform to support both students and employers with apprenticeships. With the dream of when a student hears the word apprenticeship they think of "Apprentago"

PART THREE:

AWARENESS

APPRENTICESHIPS EXPLAINED

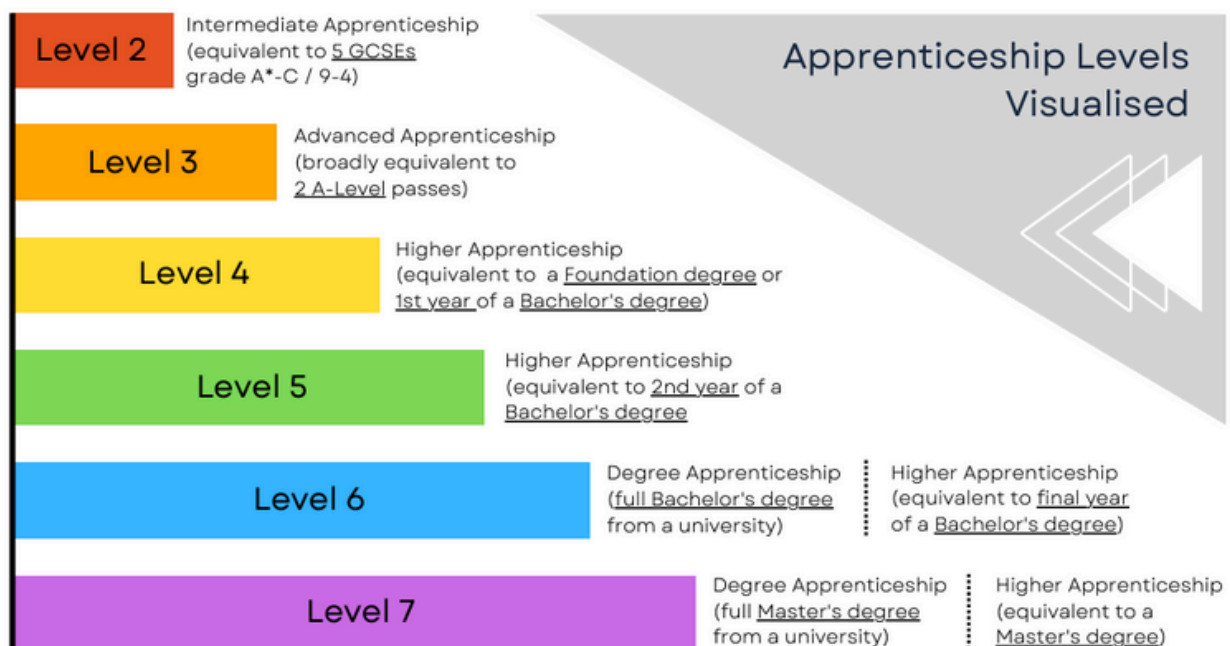
Apprenticeships are an alternative path to education, combining studying for a qualification (e.g. a degree) with paid, hands-on work experience. Depending on the level, they typically last between 1-5 years and allow anyone aged 16+ (18+ for degree apprenticeships) to be an apprentice, with no maximum age limit.

These are available at various levels up to and including Master's degree or equivalent. They are offered in many industries with a growing number of companies now launching fantastic apprenticeship programmes.

Whilst all companies are required to pay at least minimum wage, the vast majority of employers pay much higher starting salaries. Your pay is dependent on factors such as location, industry and the level of the apprenticeship and typically increases each year as you build experience.

Roughly 20% of your time is allocated to learning (although this can be more), usually at a college, university or training provider. For example, you may work for 4 days and study for 1 day each week, Monday to Friday. The rest of your time is used to apply your knowledge and skills in the workplace. By the end of your programme, you'll gain your relevant qualification, and be considered for a permanent role.

The majority of apprentices are offered permanent employment with the same company upon completion. Those who aren't, are easily able to land jobs at other top companies, due to the valuable experience gained.



WHY TAKE THE APPRENTICESHIP ROUTE?

Employability

An apprenticeship allows you to gain valuable skills and experiences in your chosen field which is what employers look for, rather than just grades alone.



One Step Ahead

In the job market, university graduates often lack work experience, making it harder to land a job. By doing an apprenticeship, you'll build the relevant experience alongside your education, solving the problem of entry-level jobs requiring experience beforehand.



Earn While You Learn

You'll be earning as you learn meaning you'll effectively be getting paid to study. There is also no student debt or loan interest to worry about as apprenticeships are fully funded by your employer and the government.



Tailored Support

You'll receive plenty of support throughout your apprenticeship, whether that's from your manager, colleagues or training provider. There is also additional support available if required (e.g. if you have a learning disability like dyslexia).



Networking

An essential skill in the corporate world is networking (building connections with new people). With an apprenticeship, you'll get to meet a number of different experts in the industry who can unlock amazing job opportunities for you in the future.



THINGS TO CONSIDER

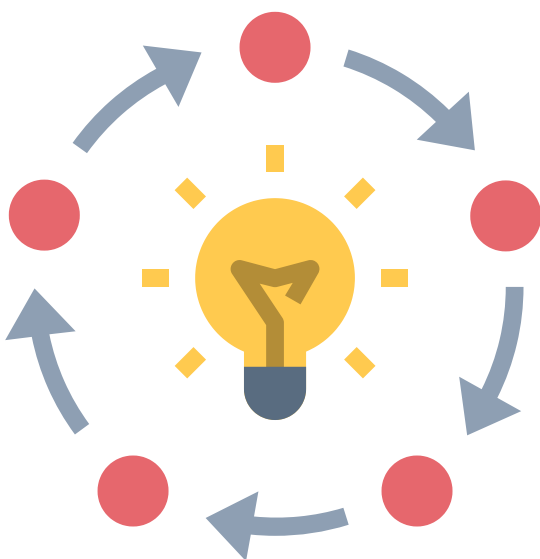
We appreciate an apprenticeship is not for everybody, which is why it may be useful to consider the below questions before applying:

- Do you know which career you'd like to get into?
- Do you like the idea of working and studying?
- Is having no student debt something that is important to you?
- Are you fine with missing out on the traditional university experience?
- Are you wanting to start your career sooner rather than later?
- Are you a person who is really organised with their time?

If you answered 'Yes' to the majority of these questions, then an apprenticeship is likely to be a good fit for you.

However, if you answered 'No', then university may be the better route to pursue instead.

Remember, you can be suited to both routes which is why many people apply to both apprenticeships AND university to keep their options open.



OPTIONS AFTER AN APPRENTICESHIP

1) Further Study

You may want to continue studying by:

- **Doing another apprenticeship.** This can be at a higher level in the same field to advance in your current career. Alternatively, it can be in a different field to learn new skills or change careers.
- **Completing a professional certification** valued in your industry. This can give you extra skills to stand out and earn more.



2) Land a Job

You can work full-time (or part-time):

- **Within the field, you're in,** either at the same company or a different one.
- **In a new area,** either at the same company or a different one, using the transferable skills and experiences you've developed.



3) Career Break

You may want to take a mini-retirement and use time after your apprenticeship to travel, volunteer or pursue other interests.

Many companies have flexible arrangements to allow you to take these breaks without permanently leaving your job too.



4) Start Your Own Business

Apprenticeships are great at giving you practical skills and insights. You can use these alongside any savings you've built up to kickstart your own business.

This is perfect for any aspiring entrepreneurs with a new problem-solving idea or for taking your existing side-hustle full-time.

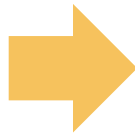
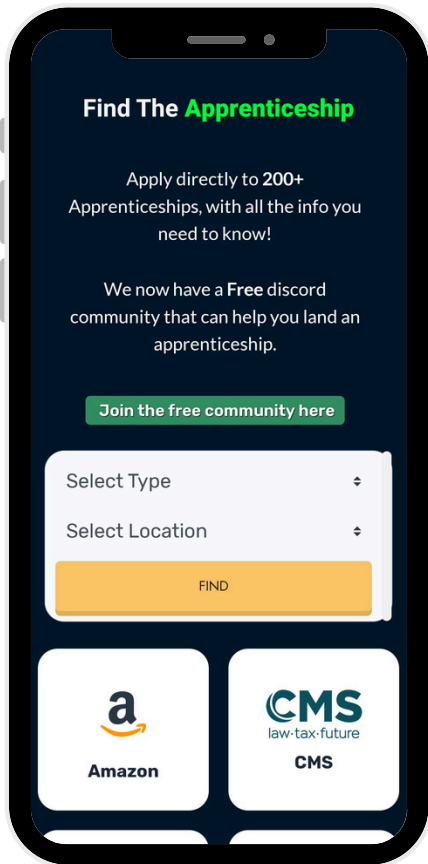



PART FOUR:

EXECUTION

HOW TO FIND APPRENTICESHIPS

THE APPRENTAGO WEBSITE





Data Analyst Degree Apprentice
Company: Amazon
Salary: £33,000+
Type: Technology
Location: London
University: University of Roehampton
Qualification : Digital and Technology Solutions (BSc)
Entry Requirements: CCD (A-Level)
Start Date: 09/2024
Application Deadline: TBC

[Apply Now](#)

The Apprentago website has new top apprenticeship opportunities all the time that you can apply for in 2 easy clicks with roles all across the country.

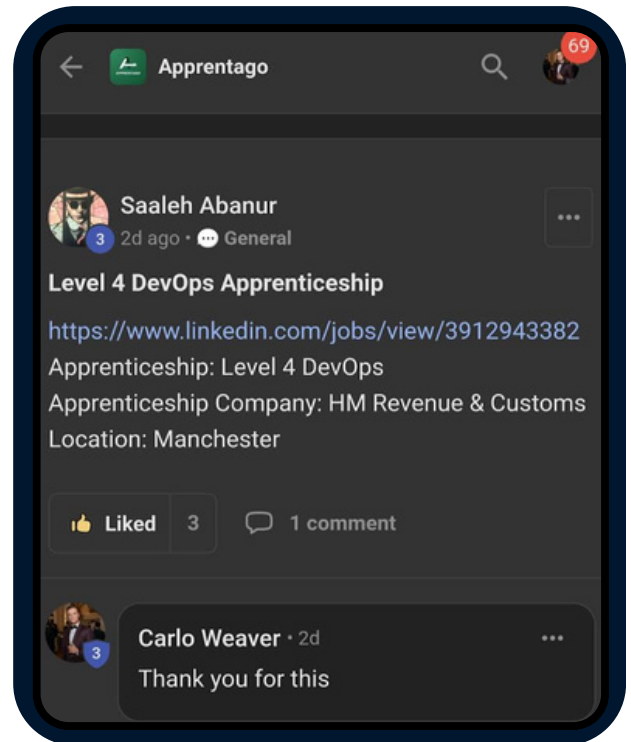
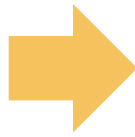
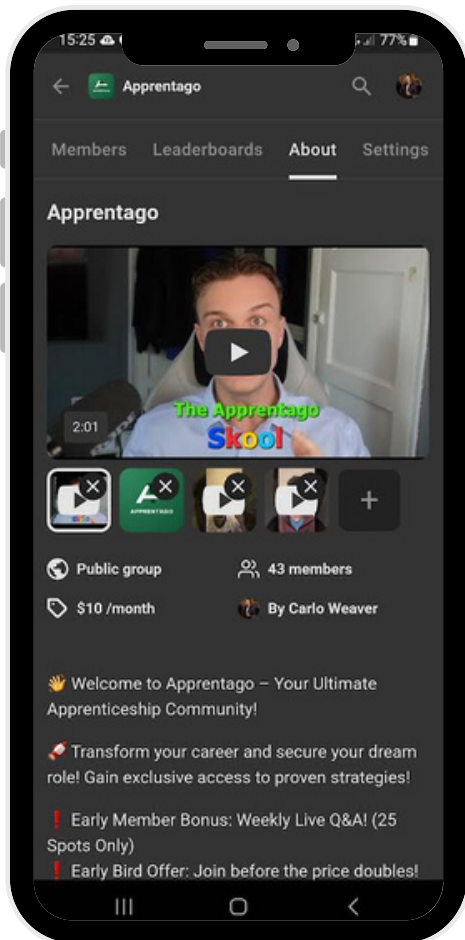
You can also join our Skool community and attend coaching sessions.

Other great places:

- Gov.Uk
- Indeed
- LinkedIn Jobs

HOW TO FIND APPRENTICESHIPS

SKOOL

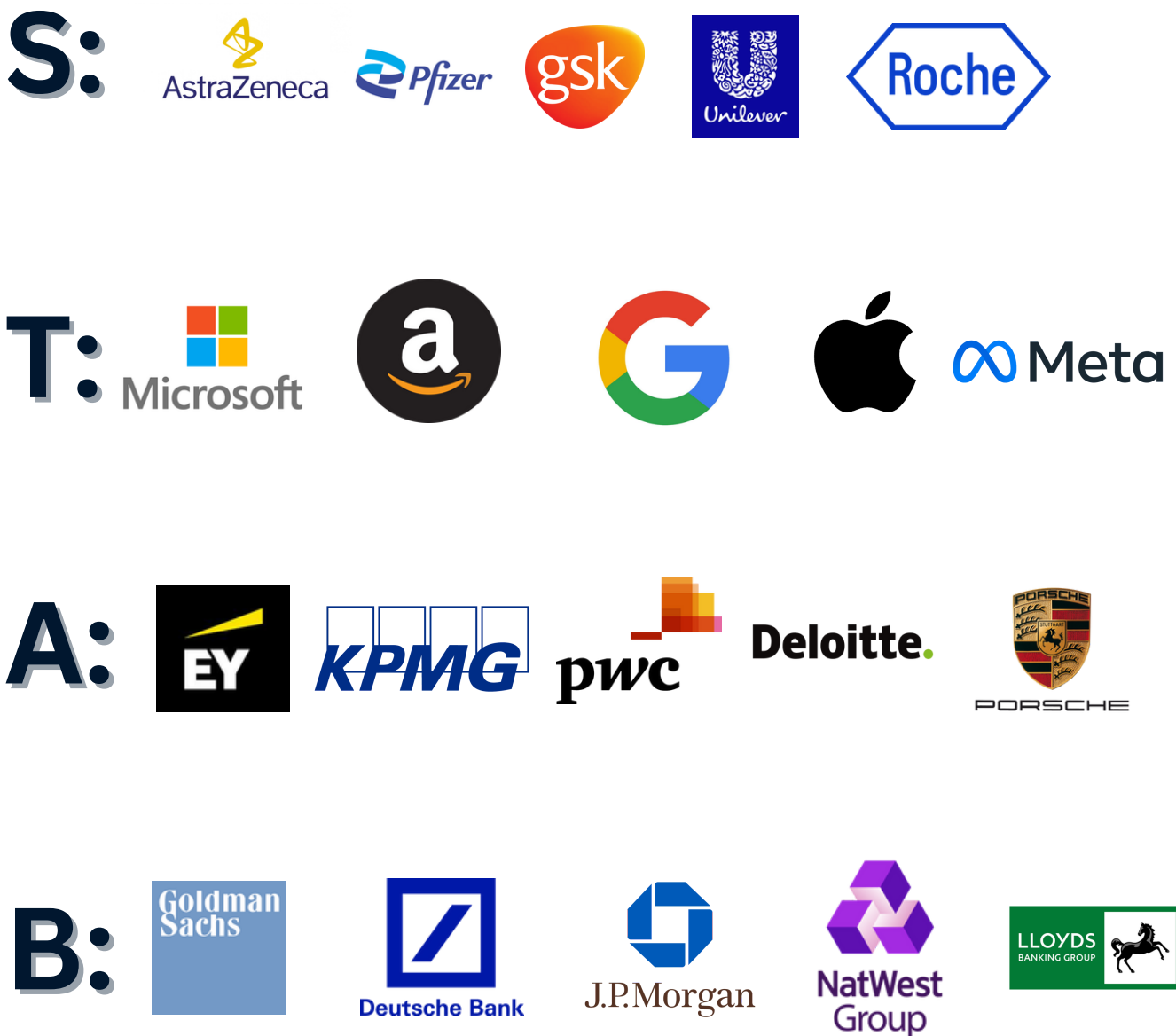


You can also join our Skool community for the latest apprenticeship accnouncemnts, watch courses, attend coaching sessions, live webinars, Q&As and network with other like minded people.



COMPANIES THAT DO APPRENTICESHIPS (PART 1)

1000s of companies offer apprenticeships in the UK here are our top picks using our unique “STABLES” model. “S” Science, “T” Technology, “A” Accounting & Finance, “B” Business & Banking, “L” Legal, “E” Engineering & Construction and “S” for Special Interests.



COMPANIES THAT DO APPRENTICESHIPS (PART 2)



Note: Many of these companies have roles across the whole “STABLES” methodology, we are just showing their main sectors. For example Rolls Royce is an aerospace engineering company but also do a chartered accountant apprenticeship, you can also do a technology apprenticeship within banking.

THE APPLICATION PROCESS

Each employer will have its own specific application process. However, here's a summary of the main stages which you must successfully pass for most apprenticeships.



Step 1) Application Questions

A submission of basic information such as your name, contact details, why you want to work for the company, etc.



Step 2) CV (and Cover Letter)

An upload of your CV and sometimes a cover letter too, depending on the company you're applying for.



Step 3) Psychometric Tests

An invitation to complete a set of online psychometric tests, assessing different skills and behaviours.



Step 4) Assessment Centre

A series of group tasks/activities done with other applicants to further test your suitability for the apprenticeship role.



Step 5) Interview

An interview (e.g. face-to-face, telephone or video format). This can be combined with the assessment centre stage too.



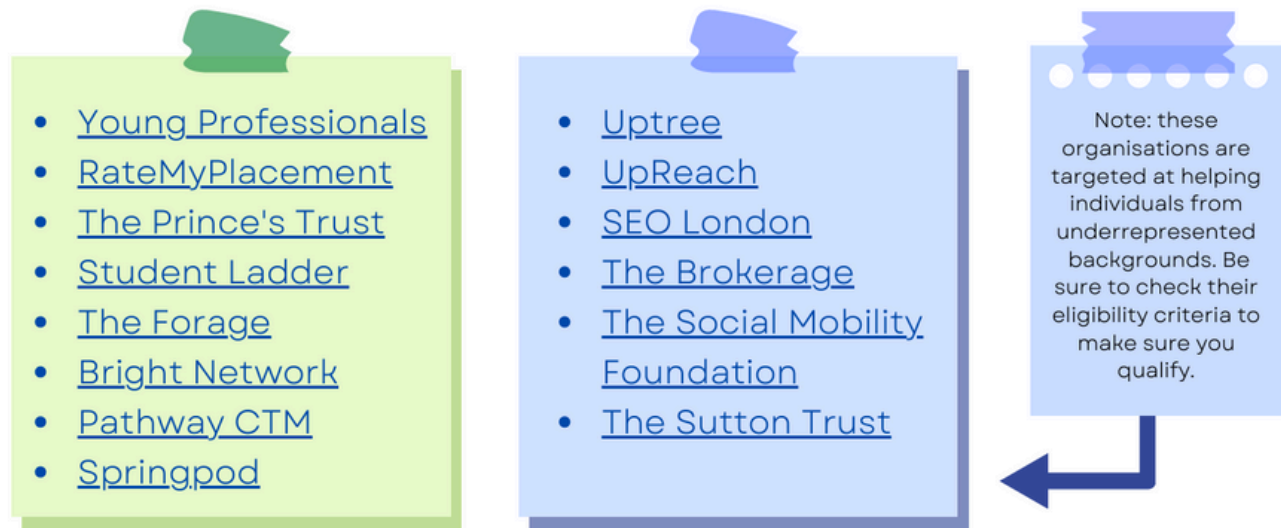
Step 6) Await Decision

The final wait before you hear back on the company's decision to make you an apprenticeship offer.

WHERE TO GET WORK EXPERIENCE

There are many great websites available to help you get work experience for your CV (both in-person and virtual).

Here are our personal favourites:



Other Ways to Get Experience

- Ask family members if you can shadow their work
- Contact local companies directly asking if they offer work experience
- Network with people at career events in the field you're interested in
- Search online for 'insight days', 'work experience', 'shadowing', etc.
- Volunteer (e.g. for charities, care homes and smaller organisations)
- Apply for a part-time or weekend job (e.g. in retail, as a tutor, etc.)

Remember, you may already hold relevant experience from certain side hustles too (e.g. Marketing skills from running a successful online page).



WRITING A SUCCESSFUL CV (PART 1)

What is a CV?

A CV is a document used by employers when you are applying for a job. Ideally, this should be straight to the point so that it can be skim-read in just a few seconds. As a general rule, keep it to one page.

Section 1: Basic Details

- Include: name, mobile number, professional email and LinkedIn (optional)
- Exclude: photograph, home address, age/date of birth



John Doe

079X XXX XXXX | John.doe@outlook.com | linkedin.com/JohnDoe

Section 2: Professional Summary

Keep this section short and sweet (i.e. 2-3 sentences)

- Write in third person
- Use strong adjectives to describe yourself
- State the industry you're seeking experience in



Professional Summary

A curious and self-motivated sixth form student studying Economics, Geography and Mathematics. Detail oriented with exceptional instincts for meeting high expectations and delivering service standards. Keen to apply his skills and grow a career within the Finance sector.

Section 3: Work Experience

Here you're going to list relevant work experience (e.g jobs, internships, volunteering, insight days, etc.)

- Include location, date and company
- Start sentences with action verbs (e.g. assisted...)
- List your experience in reverse chronological order
- Quantify your achievements wherever possible (use percentages, numbers, etc.)



WRITING A SUCCESSFUL CV (PART 2)

| Work Experience | |
|--|-------------------------|
| 789 Superstore - Supermarket Assistant (London, UK) | April-July 2024 |
| <ul style="list-style-type: none">Assisted over 100 customers a day – excellent interpersonal skills developed through an attentive and proactive approach to customer serviceManaged the welcome desk handling 200+ customer queries weekly – communicated confidently and articulately whilst providing practical solutionsMaintained a clean and organised shopping environment, helping increase overall customer satisfaction survey score by 10% | |
| ABC Bank - Operations Intern (London, UK) | August - September 2023 |
| <ul style="list-style-type: none">Analysed over 20 financial statements and transactions daily for senior stakeholdersImplemented a new file management system, leading to a time saving of 15% per weekConstructed a dashboard to visualise financial data for middle management, saving 10 hours of reporting time per week | |
| Charity 123 - Volunteer (London, UK) | January - March 2023 |
| <ul style="list-style-type: none">Coordinated the promotion and planning of monthly charity events schedule which exceeded donation goals by 20%Successfully raised over £1000 for local care home within one monthExecuted quality control of over 500 items of public donations such as books, clothes, and toys | |

Section 4: Education

Break out your education

- School, qualification, location (optional) and dates
- Include achieved (or predicted) grades
- Collate GCSEs, highlighting Maths & English



| Education | |
|---|-----------|
| XYZ Grammar school | 2018-2024 |
| A Levels: Economics, Geography, Mathematics - AAB (Predicted) | |
| GCSEs: 10 GCSEs A* - C including Mathematics (A) and English Language (B) | |

Section 5: Skills

Tailor your skills around the job role:

- Soft (interpersonal) skills - check the company values on their website to see desirable characteristics
- Hard (technical) skills - check the job advert for useful things you could mention (e.g. coding for Tech)



| Skills | |
|--|---|
| <ul style="list-style-type: none">Microsoft Office ProficiencyProject ManagementFluent in French & SpanishHTML, CSS, JavaScript | <ul style="list-style-type: none">Critical ThinkingAnalytical skillsEmotional IntelligenceLogical thinking |

WRITING A SUCCESSFUL CV (PART 3)

Section 6: Awards & Achievements

- Highlight relevant accomplishments you're proud of
- Include the date and name of the awarding body



| Awards & Achievements | |
|--|--------------|
| • DofE Bronze Award - The Duke of Edinburgh's Award | (March 2024) |
| • Senior Mathematical Challenge Gold Award - UKMT | (Jan 2024) |
| • Headmasters Prize for Highest achieving Student - XYZ Sixth form | (May 2023) |
| • Young Poet of the Year - National Poetry Society | (June 2022) |

Section 7: Interests

- List your hobbies and interests that are unique to you (e.g. photography, swimming, politics, cooking, etc.)



| Interests | |
|------------|--------------------|
| • Football | • Creative Writing |
| • Politics | • Photography |
| • Cycling | • Choir |

Tips and Tricks

- Exclude the phrase 'references available on request' as this is implied and takes up unnecessary space
- It might sound obvious but do NOT lie on your CV about anything
- Use bullet points instead of long paragraphs to make it easier to read.
- Use readable fonts and layouts - plain and simple CVs are far more practical for most careers
- Triple check for spelling and grammar mistakes
- Avoid overused words, phrases and vague language - be specific
- Create your CV in Microsoft Word and then convert to pdf to avoid any formatting issues
- Include your name in your CV filename to make it easier for the reader to identify and search for the document.

Your completed CV should look something like this:



WRITING A SUPERB COVER LETTER (PART 1)

A cover letter is an additional document required by some employers. This is an opportunity to personalise your application further and show your passion for wanting to work at the relevant company.

Opening:

- Add the date and 'Dear Hiring Manager' (or their name if known)
- State the apprenticeship you're applying to and where you found it

[Today's Date]

Dear Hiring Manager,

I am writing to apply for the Finance Degree apprenticeship at ABC Bank, which I found through LinkedIn Jobs.

Paragraph 1 - Why that company?

- Discuss what attracted you to apply to this specific company. Use their website, Apprentago listing, TikTok videos, etc. to help with this
- Mention interactions you've had with the company (e.g. employees spoken to on LinkedIn or in-person, events you've attended, etc.)

As a curious individual who thrives inside an innovative environment, I believe ABC Bank is the perfect company to kickstart my Finance career. In particular, "The ABC Global Fund" which invests in entrepreneurs from diverse communities really stood out to me. This was a topic discussed by Jane Doe at the ABC Bank insight day back in August 2024. Being from an underrepresented background myself, it's vital to be part of a company that is committed to tackling wider financial issues that go beyond day-to-day banking alone.

Paragraph 2 - Why that particular department or area?

- Summarise relevant experience from your CV
- What role in the specific area are you looking forward to explore?

My interest in Investment Banking stemmed from my studies in Economics, which explained the essential role banks played during the 2008 financial crisis. This led me to apply to ABC Bank's summer internship scheme. I was able to further develop my knowledge on the different roles within Investment Banking, such as front office, middle office, and back office. I particularly enjoyed shadowing Joe Bloggs from the front office Sales team who developed my insight into Mergers & Acquisitions, specifically.

WRITING A SUPERB COVER LETTER (PART 2)

Paragraph 3 - Why should they choose you?

- Talk in-depth about your interpersonal skills
- Highlight your strengths and what makes you unique
- Explain why you'd be a good fit for the company

On top of my strong problem-solving skills from studying Maths, I love to keep up to date with macroeconomic trends through reading publications like The Economist. I have a proven track record of delivering results in a range of working environments as well as excelling academically. This is why I believe the unique role of an apprentice at ABC Bank will enable me to thrive.

Sign off:

- Add a thank you for the hiring manager's consideration
- End with 'Yours Faithfully' (or 'Yours Sincerely' if you used the hiring manager's name in the opening)
- Close out with your name

Thank you for your consideration.

Yours Faithfully,

John Doe

Tips and Tricks

- Don't just duplicate your entire CV in letter format
- Be confident when you sell yourself - it's not bragging if it's true!
- Be specific with your points as this shows that you've done your research and is an easy way to stand out from other candidates
- Get someone experienced to proofread before you submit. They may spot errors or identify potential improvements
- Finally, ask yourself 'would the cover letter still make sense if I swapped the company's name for a different one?' If yes, it's too generic and if not, you've personalised it enough

WRITING A SUPERB COVER LETTER (PART 3)

Your completed cover letter should look something like this:

[Today's Date]

Dear Hiring Manager,

I am writing to apply for the Finance Degree apprenticeship at ABC Bank, which I found through LinkedIn Jobs.

As a curious individual who thrives inside an innovative environment, I believe ABC Bank is the perfect company to kickstart my Finance career. In particular, "The ABC Global Fund" which invests in entrepreneurs from diverse communities really stood out to me. This was a topic discussed by Jane Doe at the ABC Bank insight day back in March 2022. Being from an underrepresented background myself, it's vital to be part of a company that is committed to tackling wider financial issues that go beyond day-to-day banking alone.

My interest in Investment Banking stemmed from my studies in Economics, which explained the essential role banks played during the 2008 financial crisis. This led me to apply to ABC Bank's summer internship scheme. I was able to further develop my knowledge on the different roles within Investment Banking, such as front office, middle office, and back office. I particularly enjoyed shadowing Joe Bloggs from the front office Sales team who developed my insight into Mergers & Acquisitions, specifically.

On top of my strong problem-solving skills from studying Maths, I love to keep up to date with macroeconomic trends through reading publications like The Economist. I have a proven track record of delivering results in a range of working environments as well as excelling academically. This is why I believe the unique role of an apprentice at ABC Bank will enable me to thrive.

Thank you for your consideration.

Yours Faithfully,

John Doe

PSYCHOMETRIC TESTS (PART 1)

A psychometric test is an online assessment used by employers to test intelligence, ability and personality. There are a number of different ones that you'll come across as you apply to apprenticeships.

These can be split into two main categories:

1) Aptitude Tests

These assess a range of different abilities. Common examples include:

- Numerical Reasoning - this tests your ability to read charts, graphs, data and do basic maths like percentage changes.
- Verbal Reasoning - this tests your ability to read written information and make a conclusion after (e.g. answering either true, false or cannot say).
- Logical / Abstract / Diagrammatic Reasoning - this tests your logical and problem-solving abilities (e.g. recognition of sequences involving different shapes and patterns).
- Situational Judgement Test - this tests your ability to correctly respond to different, life-like business scenarios or dilemmas



Other less common examples to be aware of include:

- Spatial Reasoning - tests your ability to think about 2D and 3D objects
- Mechanical Reasoning - tests technical Engineering-based knowledge
- Game-based Assessments - tests various skills via a game-like format
- Watson Glaser - tests critical thinking (used in the Legal industry)

PSYCHOMETRIC TESTS (PART 2)

The difficulty with these tests is less about the questions themselves but, instead, the time pressure in which they must be answered. Therefore, it's essential to practise so that you can answer questions both quickly and accurately to score as high as possible.

Here are the best places to practise (both free and paid resources):

Free:

- [Wikijobs](#) (Aptitude Tests)
- [AssessmentDay](#) (Free Tests)
- [Practice4me](#) (Free Samples)
- [Psychometric Institute](#) (Aptitude Tests)
- [Graduates First](#) (Free Versions)
- [JobTestPrep](#) (Free Samples)



Paid:

- [JobTestPrep](#) (Paid Test Packs)
- [Graduates First](#) (Paid Bundles)
- [AssessmentDay](#) (Paid Test Packs)
- [Test HQ](#) (Paid Subscription Packages)



2) Personality tests

These are questionnaires for the company to learn more about your personality. This helps to identify personal strengths and weaknesses as well as compatibility for the apprenticeship being applied to.

Because there are no right or wrong answers, this is less of a 'test' so just answer all the questions as openly and honestly as possible.



ASSESSMENT CENTRES (PART 1)

An assessment centre is a combination of tasks and activities, usually lasting for a whole day or half a day. It can be virtual or in-person and you'll be given a detailed timetable so you know what to expect.

This consists of a series of exercises, which typically include:

1) Ice Breaker

This is an opportunity to get to know your fellow candidates and get you more relaxed (e.g. you might all share a fun fact about yourselves). You will not be assessed on this so don't panic!



2) Group Activity

Usually, you are split into a smaller sub-group for this stage. You'll be given a detailed brief for the activity and how much time you have to complete it. In the background, there will be assessors (usually employees of the company) taking notes on individuals' performance throughout.



3) Presentation

You'll be emailed guidelines in advance to help you prepare for a short presentation. This can include anything from a unique topic relevant to the company or industry, an introduction to yourself or anything in between.



4) Interview

Your interview may be included as part of your assessment centre rather than as a separate stage beforehand.



ASSESSMENT CENTRES (PART 2)

5) Case Study

This is a test that touches on the technical areas of your role where you're given reference material to support your answers.

It's key to refer back to this throughout. The examiners are looking to see your thought process rather than one 'right' solution so don't be afraid to think outside the box.



6) Psychometric Test

Jump to [page 31](#) to recap this area.

This is usually one test to verify that your score isn't hugely different to what you scored at home. This is why you shouldn't get someone else to complete your initial psychometric test!



Tips and Tricks

- Contribute to the group activity and communicate well with others. For example, you can put yourself forward as time-keeper as soon as the task begins. If you don't say anything, the employers will have nothing to assess you on. Be mindful that you are not constantly controlling every conversation too as you want to showcase your teamwork skills.
- Be confident and outspoken in your interviews to let your personality shine. Being successful in interviews is all about connecting well with the interviewers alongside being memorable.
- For your case study, keep an eye on the clock. Make sure you don't go over the allocated time for each task, remaining focused on the overall objective. Don't panic if there are things you don't know - this isn't about perfection.

ACING YOUR INTERVIEWS (PART 1)

Interviews can be nerve-wracking. It's crucial you're prepared so you can execute them confidently.

Here are our top 5 tips that we have taught everyone who we have coached. By using these tips they have aced their interviews and landed roles at some of the world biggest firms

1) Know your CV

Your interviewer may ask about specific experiences from your CV so be prepared to talk about these in detail. You need to be able to answer these questions without hesitation.



2) Read the Job Description

Interviewers expect candidates to have a good grasp of the tasks and responsibilities they will be doing as an apprentice. Demonstrating this in responses helps to highlight your suitability and knowledge for the apprenticeship but most of all why you want to do the job.



3) Research the Company

This does not mean memorising Wikipedia.

Instead: Study the company's website (e.g. their mission, values, products/services, charitable work, financial performance, etc.)



Browse the news (e.g. for companies they've bought or sold, awards recently won, new products or services launched, etc.)

Network (e.g. find and connect with current apprentices and employees via LinkedIn or speak to people you may already know)



Attend events/programmes hosted by the same company (e.g. insight days, open evenings, etc.)

ACING YOUR INTERVIEWS (PART 2)

4) Dress Smart

First impressions matter. Dress professionally but make sure you're comfortable too. This will reduce nerves and help you perform better. If unsure on what to wear, remember it's always better to be overdressed than underdressed.



5) Structure your Interview Answers

The STAR technique is a well-known way to structure your responses to interview questions. It stands for Situation, Task, Action and Result.



Here's what each of these elements mean:

S

Situation

Set the scene for the interviewer by describing the situation you were in and the context at the time.

.....

T

Task

Outline the challenge or key tasks that needed to be tackled in the situation and why.

.....

A

Action

Describe the specific actions you took to address the challenge or accomplish the key tasks.

.....

R

Result

State the end result of your actions. Quantify any achievements directly related to what you did.

.....

PART FIVE:

WHATS NEXT?

SKOOL COMMUNITY (PART 1)

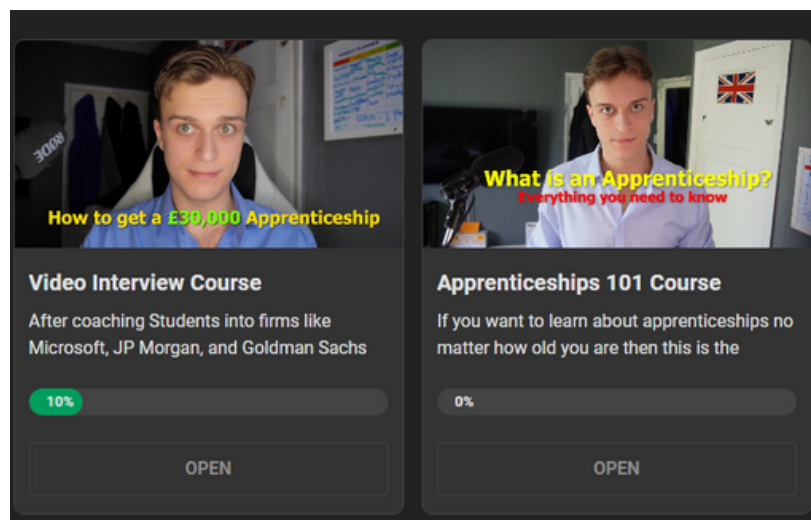
Apprentago is partnering up with Skool to launch the best all in one community platform about apprenticeships to help you land an offer.

Here are some of our Key Benefits:



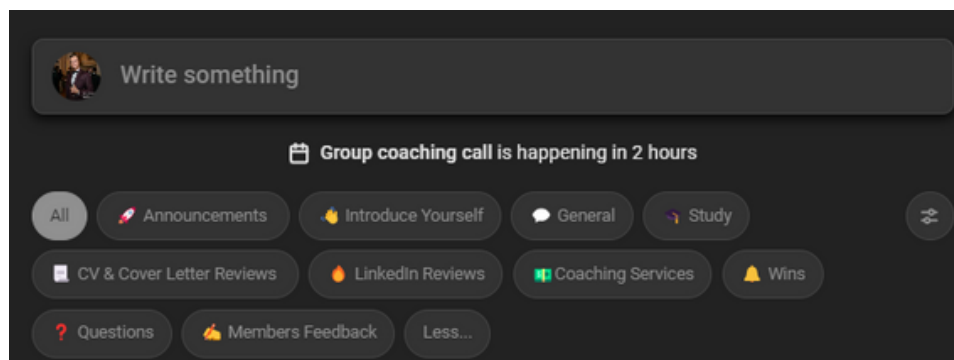
1) Monthly Courses

2x monthly professional videos broken down into 10 lessons to help you land an apprenticeship



2) Community chat

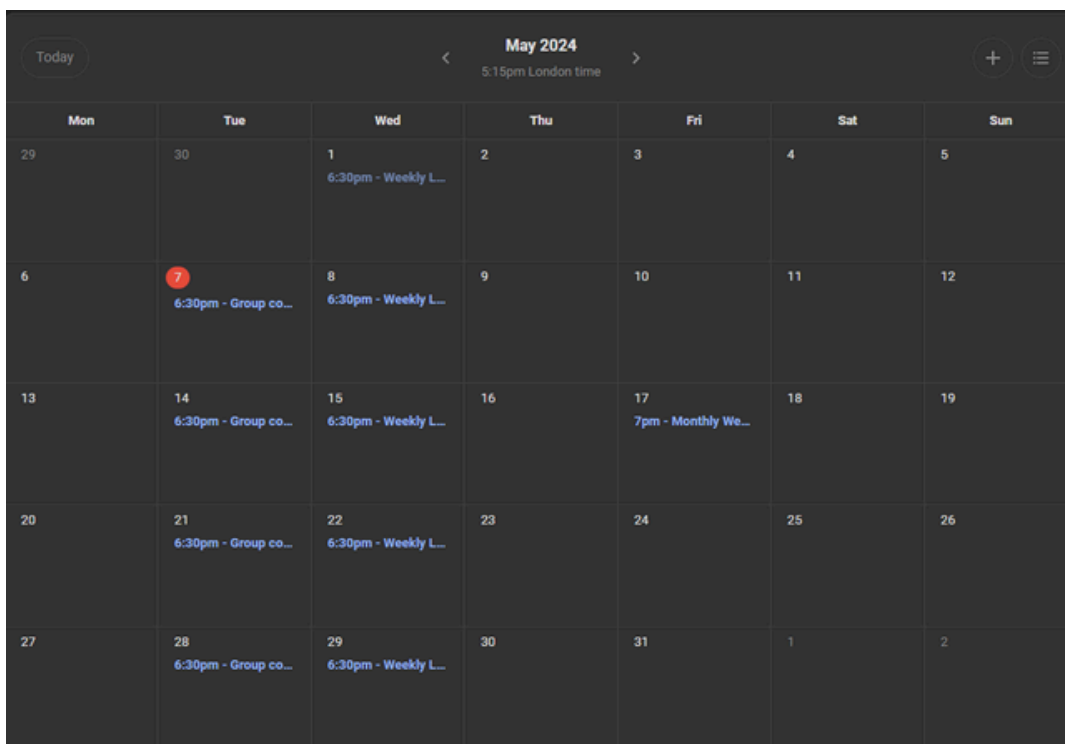
- Discuss all things apprenticeship related
- Get your CV/LinkedIn/Cover Letter reviewed 2x per month
- Networking opportunities with like minded people



SKOOL COMMUNITY (PART 2)

3) Weekly/Monthly Events

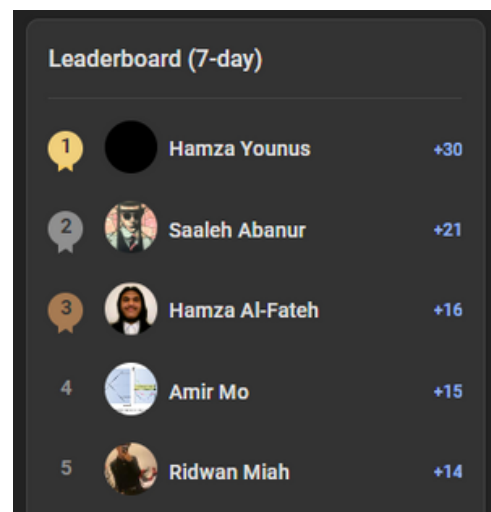
- 4x Group coaching calls per month for the top 5 members in the community
- 4x Q&A calls per month to answer any specific questions for top 25 members in the community
- 1x Live Webinar per month to tell you about industry secrets for all community members



A screenshot of a calendar interface for May 2024. The calendar shows a grid of days from Monday to Sunday. Events are listed for various days, including '6:30pm - Weekly L...' and '6:30pm - Group co...'. A red circle with the number '7' is visible on Tuesday, May 7th. The top of the calendar shows 'May 2024' and '5:15pm London time'.

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|-----|----------------------------|----------------------------|-----|---------------------------|-----|-----|
| 29 | 30 | 1 6:30pm - Weekly L... | 2 | 3 | 4 | 5 |
| 6 | 7 6:30pm - Group co... | 8 6:30pm - Weekly L... | 9 | 10 | 11 | 12 |
| 13 | 14 6:30pm - Group co... | 15 6:30pm - Weekly L... | 16 | 17 7pm - Monthly We... | 18 | 19 |
| 20 | 21 6:30pm - Group co... | 22 6:30pm - Weekly L... | 23 | 24 | 25 | 26 |
| 27 | 28 6:30pm - Group co... | 29 6:30pm - Weekly L... | 30 | 31 | 1 | 2 |

Note: Skool works by gamification the more you interact the higher level you get on the leader board and can earn rewards.



A screenshot of a 'Leaderboard (7-day)' showing the top 5 members. Each entry includes a rank, a profile picture, the member's name, and a score.

| Rank | Member | Score |
|------|----------------|-------|
| 1 | Hamza Younus | +30 |
| 2 | Saaleh Abanur | +21 |
| 3 | Hamza Al-Fateh | +16 |
| 4 | Amir Mo | +15 |
| 5 | Ridwan Miah | +14 |

SKOOL COMMUNITY (PART 3)

Full list of benefits:

! Early Member Bonus: Weekly Live Q&A! (25 Spots Only)

! Early Bird Offer: Join before the price doubles!

👛 Apprenticeship Mastery Course (Normally \$297)

👛 CV and LinkedIn Workshops (Normally \$497)

👛 Monthly Industry Webinars (Normally \$197/mo)

👛 4x Q&A Calls Per Month (Normally \$1,497/mo)

👛 2 New Courses Added Every Month (\$1297/mo)

💬 Direct Contact to us 24/7 (Normally \$997/mo)

🎁 Bonus: Direct Access to Apprenticeship Opportunities

🎁 Bonus: Improve Personal CV - Submit your CV for 2x monthly

🎁 Bonus: Enhance LinkedIn Profile - Share your profile for actionable tips 2x a month

🎁 Bonus: Networking Opportunities with Leaders and like-minded students

💡 Total Value — \$4782, Now For Just — \$10/mo

Price Doubles May 25th, Lock in your price now.

🌟 Click 'Join Now' & Start Your Journey to a Successful Apprenticeship Career! ➡



JOIN HERE!



FAQS

Here are answers to some of the most frequently asked questions we've received about apprenticeships.

1) What industries do apprenticeships? Law, Healthcare, Science, Business, Real Estate, Architecture, Engineering, Production & Media, Technology, Finance & Banking, Journalism and many more!

2) When is the best time to apply for apprenticeships? Applications tend to open from September to March for the following September's intake. However, you can find vacancies throughout the year with varying application deadlines and start dates. Is there a limit on the number of apprenticeships you can apply to? No, so apply to as many as you're interested in to increase your chances.

3) How long are apprenticeships? Anywhere between one and five years, depending on the level and type of apprenticeship. (Some companies may have longer schemes if they are combining multiple levels).

4) What age do I have to be to do an apprenticeship? You must be 16 or older by the time your apprenticeship starts (18 or older for degree apprenticeships).

5) Do apprentices have a social life? Absolutely! With good time management, you can enjoy a social life, especially because you are earning money at the same time. Typically, this is after work, on weekends and during annual leave.

6) Do I need work experience to apply for an apprenticeship? Work experience is great to have to help your application stand out. However, it is not mandatory, so don't be put off from applying if you don't have lots of experience.

7) Can I drop out of university to do an apprenticeship instead? Yes, you absolutely can - this has become very common!

8) What A-level grades do I need for a degree apprenticeship? It can vary but the required grades are typically between CCC-AAA (or equivalent) at A Level. Specific subjects (e.g. STEM) can sometimes be asked for too, depending on the apprenticeship. BTECS/T-Levels are also accepted in many cases.

FAQS

Note: You apply for an apprenticeship with predicted grades. So if you are in Year 13 you can apply before results day.

9) Do you get given important work as an apprentice? Yes, as an apprentice you get given lots of responsibility related to your role with plenty of support too. You are not just making tea and coffee!

10) Do you need a personal statement for an apprenticeship, and are apprenticeship applications separate from the university process? Generally, no personal statement is required for apprenticeships unless specified by the company. Unlike applying to traditional universities via UCAS, apprenticeships resemble job applications. That's where Apprentago comes in—to assist you in navigating the apprenticeship application process. Apprenticeship applications are separate from the university process, allowing you to apply to as many apprenticeships as you like alongside your five university choices. The only exception is a flying start apprenticeship scheme, which counts as one of your university choices via UCAS.

11) Can I do an apprenticeship if I already have a degree? Yes, as long as the degree is in an unrelated subject, you'll generally be fine to apply for an apprenticeship. However, always double-check entry requirements beforehand.

12) Can I do another apprenticeship after completing one already? Yes, you can complete another apprenticeship at a higher level in the same field (e.g. doing a level 6 after doing a level 4), or even complete another apprenticeship in a different field.

13) Are apprentices classed as employees? Yes, you get all the standard employee benefits as other full-time staff at the company you work for (e.g. corporate discounts, company pension, annual leave, etc.).

14) How do I know if the company offering an apprenticeship is good? Check employee review sites like Glassdoor to see ratings about the company online. A score of 3.5/5 or higher (made up of a significant number of reviews) is generally a good threshold to aim for.

15) Do I have to do any exams? Apprentices complete an 'end-point assessment' to finish their scheme, linked to their job role and learnings. You may also have exams/projects on the apprenticeship, depending on the type and level you are doing.

CLOSING NOTES

Thank you so much for taking the time to read the "What is an apprenticeship" Ebook!

We hope that this book has given you all the required knowledge and insight you were searching for, empowering you to kickstart your own apprenticeship journey. I hope to be seeing you in our Skool community to even further boost your chances of landing an apprenticeship and climbing the career ladder of success?

If this book ends up helping even one single person change their life by landing an apprenticeship, our months of hard work will have been worth it.

Please leave us a review by sending us an email at admin@apprentago.com or messaging us on Skool.

Check out our social media pages to for more free content

Apprentago personally thanks you and wants to wish you the best of luck with your apprenticeship applications and with the next steps in your career journey. We hope to support you guys further with our Skool community and 1-on-1 coaching.

Never be a prisoner to other peoples expectations - you've got this.

Carlo, CEO of Apprentago

