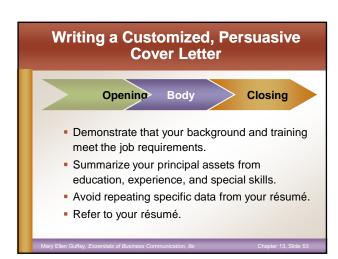
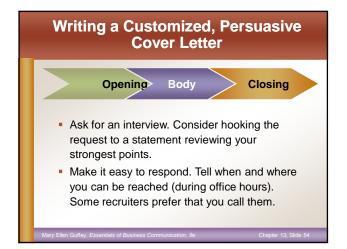
Writing a Customized, Persuasive Cover Letter Opening Body Closing

- Address the letter to an individual by name.
- For advertised jobs, name the source; include job title, date, and publication.
- If someone referred you, name that person.
- Show that your qualifications fit the job specifications, show your knowledge of the reader's business, or show that your special talents will be assets to the company.





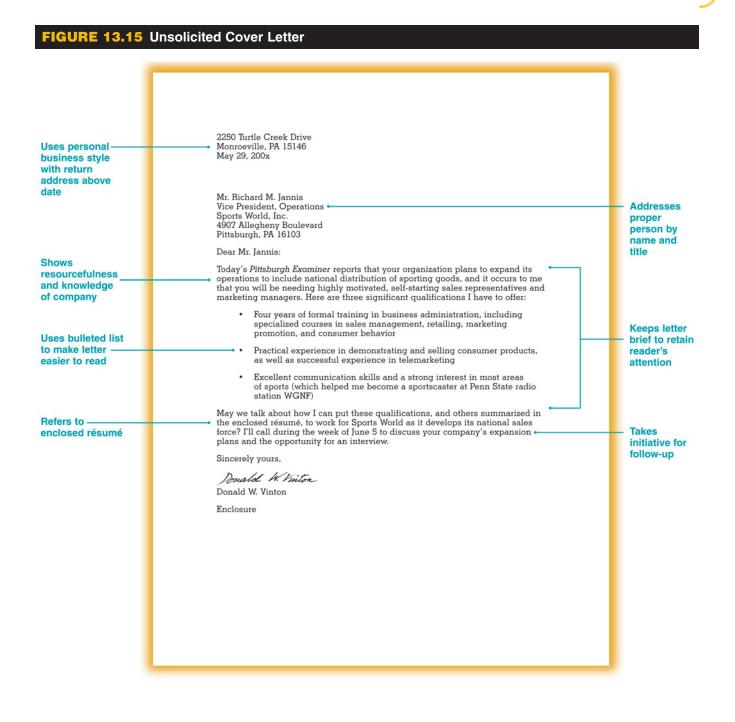
In applying for an advertised job, Kendra Hawkins wrote the solicited cover letter shown in Figure 13.14. Notice that her opening identifies the position and the newspaper completely so that the reader knows exactly what advertisement Kendra means. Using features on her word processing program, Kendra designed her own letterhead that uses her name and looks like professionally printed letterhead paper.

FIGURE 13.14 Solicited Cover Letter

Uses personally ——— designed	Kendra A. Hawkins	
letterhead	(303) 492-1244, khawkins@yahoo.com	
	May 23, 200x	
	Ms. Courtney L. Donahue Director, Human Resources Del Rio Enterprises 4839 Mountain View Avenue Denver, CO 82511 Dear Ms. Donahue:	 Addresses proper person by name and title
Identifies job and	 Your advertisement for an assistant product manager, appearing May 22 in Section C of the <i>Denver Post</i>, immediately caught my attention because my edu- 	
ad appeared	cation and training closely parallel your needs. According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promo- tion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a prod- uct merchandising plan and answered consumers' questions at a local trade show.	 Relates her experiences to job requirements
Discusses education and experience as they relate to the position	 Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover, my recent retail sales experience and participation in campus organiza- tions have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager. 	
Asks for interview and repeats main qualifications	After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 492-1244 to arrange an interview so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises. Sincerely, Kendra C. Hawkins Kendra A. Hawkins Enclosure	 Refers reader to enclosed résumé

More challenging are unsolicited cover letters, such as Donald Vinton's shown in Figure 13.15. Because he hopes to discover or create a job, his opening must grab the reader's attention immediately. To do that, he capitalizes on company information appearing in an online article. Donald purposely kept his cover letter short and to the point because he anticipated that a busy executive would be unwilling to read a long, detailed letter. Donald's unsolicited letter "prospects" for a job. Some job candidates believe that such letters may be even more productive than efforts to secure advertised jobs, since "prospecting" candidates face less competition and show initiative. Notice that Donald's letter uses a personal business letter format with his return address above the date.

> The body of the cover letter promotes the candidate's qualifications for the targeted job.



Sending Your Cover Letter by E-Mail or by Fax

More than 90 percent of résumés at Fortune 500 companies arrive by e-mail or are submitted through the corporate Web site.³⁹ Many applicants using technology make the mistake of not including cover letters with their résumés submitted by e-mail or by fax. A résumé that arrives without a cover letter makes the receiver wonder what it is and why it was sent. Recruiters want you to introduce yourself, and they also are eager to see some evidence that you can write. Some candidates either skip the cover letter or think they can get by with one-line cover letters such as this: *Please see attached résumé, and thanks for your consideration*.

If you are serious about landing the job, take the time to prepare a professional cover letter. If you are sending your résumé by e-mail, you may use the same cover letter you would send by snail mail but shorten it a bit. As illustrated in Figure 13.16, an inside address is unnecessary for an e-mail recipient. Also move your

Serious job candidates send a professional cover letter even if the résumé is submitted online, by e-mail, or by fax.

FIGURE 13.16 E-Mail Cover Letter

