



IMPORTANT ELEMENTS OF GOOD COVER LETTERS

I. Introductory Paragraph

An introductory paragraph should:

1. be interest generating
2. state or imply employment interest

Generally there are three effective techniques for creating a personal, customized touch in the introductory paragraph. These are:

1. use personal contact
2. use specific company knowledge
3. use a compliment

II. Value-Selling Paragraph

A value-selling paragraph should:

1. demonstrate your ability to be value adding
2. highlight your key strengths and abilities

Background Summary

The background summary provides a brief synopsis of your relevant education and experience. Usually, it includes the academic degree held, major field of study, number of years of experience, and a short description of job-relevant experience.

III. Action Statement

Your cover letter should include a statement that urges the employer to take favorable action on your employment candidacy or that tells the employer that you intend to take action by calling to determine interest and, if appropriate, arrange for an interview.

Examples of action statements are:

"I plan to call you next week to determine if you are interested in discussing the matter further and, if appropriate, to arrange a meeting with you."

"I would appreciate the opportunity to discuss how I might further contribute to the Dixon Company's research efforts through a personal interview. I will call you on Tuesday, September 19, to determine your interest and, if appropriate, to arrange for a personal meeting."

IV. Statement of Appreciation

Since most employers are very busy people, you should express your appreciation for the time they are taking to review and consider your employment credentials. A simple statement of appreciation will suffice:

"Thank you for your time and consideration."

EFFECTIVE COVER LETTER/RESPONSE TO ADVERTISED POSITION

SUSAN PORTER
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January 28, 2005

Mr. Pete Crystal
BUSINESS BANK
180 Grand Avenue
Oakland, CA 94604

Dear Mr. Crystal:

Please accept this letter as application for the Financial Analyst position in the Distribution Services area as advertised in your Job Bulletin Board listing. I have enclosed a resume which provides the details of my qualifications.

My four years of experience as an accountant with a major corporation has been at increasing degrees of responsibility. I have been recognized for excellent analytical abilities as well as outstanding customer service. I am especially proud of my technical accomplishments. Of particular interest to me is your development of comprehensive financial services being provided through online resources. I would welcome the opportunity to be included in this type of forward thinking in the industry. I have completed both a BS and an MBA and believe that my background and experience would meet the requirements for this position.

I will call you during the week so that we can discuss this opportunity further and, if appropriate, arrange to meet with you.

Thank you for your time and consideration.

Sincerely,

Susan Porter

Enclosure