

# 1. What Should a Great Cover Letter Say?

Not sure **what a cover letter is** or what it should include? A **killer cover letter** is made of the following four parts:

1. **Salutation:** A professional greeting that addresses the hiring manager by name
2. **Introduction:** An attention-grabbing opening paragraph that introduces yourself and your intention to apply for the open role
3. **Body paragraph(s):** One or two paragraphs describing your relevant professional experience, achievements, skills, and education
4. **Closing paragraph:** A cover letter ending that contains a call to action (CTA), asking the hiring manager to invite you in for an interview

The cover letter example below describes how to write each of these key sections:

## Salutation

Dear [Hiring Manager's Name],

## Opening Paragraph (Introduction)

Your **cover letter opening** should contain a self introduction. Write about who you are, where your expertise lies, where you found the job posting, and why you want to apply for the job.

## Body Paragraphs

The second paragraph of your cover letter should respond directly to the job description written by the hiring manager. Describe how your previous job experiences, skills, and abilities will help you meet the company's needs. To make that easier, you should include exact words and phrases from the job descriptions in your cover letter.

- You can include a bulleted list of your accomplishments
- Make sure to use numbers or percentages to emphasize your bullet points (e.g. Increased online revenue by 13%)

Do some research about the company and find out what their current activities and goals are. Explain how you can help them achieve those goals.

## **Closing Paragraph**

Your **cover letter closing** is the call-to-action portion of your cover letter. Inform the hiring manager that you'd love to go in for an interview. Provide your email address or other contact information and tell them that you'll reach out in a week if you don't hear back. Thank them for spending their time reading your cover letter.

Sincerely,

Your Name

# GENERAL COVER LETTER

167 Roosevelt Ave., Jersey City, NJ 07097  
MissyWilliams@gmail.com | (770) 625-9669

Sept. 2<sup>nd</sup>, 2021

Jessica Doe

81 Federal Ave.

New York, NY 10001

(908) 771-1091

Jessica.Doe@Westwardstrategies.com

Dear Ms. Doe,

I was excited to see your job listing for the Senior Digital Marketing position at Westward Strategies on Indeed.com. As a dynamic email marketing specialist with over two years of professional experience executing market research, analyzing consumer data, and running A/B tests to drive successful marketing campaigns, I'm confident that I would be a valuable asset to the team at Westward.

Your job listing mentions a need for someone who is experienced in email segmentation and campaign development, both of which are areas I have extensive experience in. I'm currently employed at Marketed Inc., where I've honed my skills by running numerous successful email marketing campaigns. While employed here, I've spearheaded a digital promotion campaign for the company's new line of sandals that successfully raised our total online engagement by an impressive 13% over the course of six months, contributing substantially to the department's annual goals.

I'm confident that my proven track record of excellent work ethic, unparalleled attention to detail, and high-performing email marketing campaigns will make me an immediate asset at Westward Strategies, and allow me to contribute to the team's success.

I look forward to discussing the Senior Digital Marketing position and my qualifications with you in more detail. I'm available to talk at your convenience. I'll be in touch next week to follow up and to make sure you've received my application.

Thank you so much for your time and consideration.

Sincerely,

[Your Name]

# Professional Cover Letter

Today's Date

Hiring Manager's Name

341 Company Address

Palo Alto, California 94301

(xxx) xxx-xxxx

hiring.manager@gmail.com

Dear [Hiring Manager's Name],

I'm writing to apply for the Restaurant Manager opening at MOD Sequel. I have more than five years of experience managing restaurants and bars, and my professional expertise aligns closely with the responsibilities outlined in your job advertisement.

In my role as Restaurant Manager for Bar Louie, I proved to be an efficient, enthusiastic, and strong leader. My value quickly became apparent to Bar Louie's shareholders after I single-handedly trained and prepared the entire waitstaff for opening night and beyond. Not only did our team meet sales goals each month for the first year, but the down payment for the property was even paid back after the first six months of operating.

MOD Sequel would benefit from my skills in the following areas:

- Eye for excellence and high level of standards
- Strong work ethic and leadership skills
- Positive attitude even under pressure

I believe MOD Sequel will be a great success for many years to come, and my extensive expertise will help ensure your establishment succeeds well into the future. My time spent in this industry has prepared me for such an opportunity, and I sincerely hope I can contribute soon as a member of your team.

It would be a privilege to discuss your Restaurant Manager position in more detail. I'm happy to come by whenever it's most convenient for you. Thank you for your time, and I'm looking forward to hearing from you.

Sincerely,

[Your Name]

Dear Job Seeker,

PLEASE note that you **\*must\*** install the font files to make this cover letter template work perfectly. It's very simple to do – **just follow the instructions in the “Read Me” file in the Zip file you downloaded this template from.**

If you're struggling to write your cover letter, **don't worry**. You're in good company – everyone struggles with it. For a high quality cover letter that will land you employment, we recommend [consulting the certified experts at Resume Writer Direct](#). (Yep, they can also help you with your resume!)

Or, here's some other content that might help you finish your cover letter.

- [Cover Letter Builder](#)
- [How to Write a Cover Letter](#)
- [Cover Letter Examples by Industry](#)

Oh, and by the way, **you're also going to need a resume.**

- [Free Resume Builder](#)
- [How to Write a Resume](#)
- [Resume Samples by Industry](#)