

# Anatomy of a Good Cover Letter

Date

Name  
Company  
Address  
City, State, Zip

Ensure that the letterhead on your cover letter matches the letterhead from your resume

Re: Technical Support Specialist Ref # xxxx

Reference the job title

Dear (Name of Hiring Manager),

Do the research and identify the hiring manager

**INTRODUCTORY PARAGRAPH:**

Personalize the content of intro paragraph

I've been following your company's progress and I was very impressed when I recently read that you received an award for your sales incentive program.

Research the company and mention something that has impressed you and/or something related to your qualifications

**OR**

If your company could use the expertise of someone who has successfully built relationships with pharmacists, P&T committee members, nurses, and various other specialties in the medical community in order to increase market share and sales, please take a moment to review the attached resume.

Identify your skills that will make an immediate impact

**OR**

Bob Newman, VP Operations of XYZ Company, suggested that I contact you regarding the position of Regional Director of Supply Chain Logistics opportunity that is posted on your corporate website. Bob and I have known each other professionally for over 15 years and he feels that I would truly fit the bill for the position.

Mention a contact

**OR**

I am a communicator, presenter, and relationship builder at all tech and professional levels, and I can help XYZ Company fulfill your corporate mandate of "providing customers with the best-in-class standards."

Incorporate your branding statement

BODY OF THE LETTER:

Pull 1 to 3 key areas from the job posting that indicate how your background will benefit the company. Don't repeat your resume; tell your story in a more personal way

### Global Marketing

Over the last fifteen years, I've **guided global companies through the launch of web initiatives**, provided counsel on service mix, and engaged new international offices in the dominant corporate culture. I've **elevated the reputation of companies** through public relations, print and broadcast media, web and online initiatives, and trade shows

Bold key phrases to capture attention

### Product Development / Business Development

I've launched products and services for ABC Company, XYZ Company and J Group, and was responsible for all aspects of branding and marketing the product.

### Team Management

I am adept at managing a team so that the power of each individual is unleashed for greater results, and better job satisfaction. As Director of Marketing, I managed a cross-functional marketing department of 25 people, multiple outside agencies, and a marketing budget of over \$15 million.

CLOSING:

Always end with a call to action. Some hiring managers prefer you to put the power back in their hands, asking them to follow up, rather than telling them you will follow up

Could we arrange a brief phone discussion at your earliest convenience to discuss in more detail how I can contribute to the success of XYZ Company? I can be reached on my cell phone at xxx-xxx-xxxx or through email at xxx@gmail.com

Repeat your contact information even though it may appear on your resume

Thank you for your time and consideration.

Thank them for their time

Sincerely,

Name

