

**YOUR CONTACT INFORMATION:** No more than three lines:  
Your name + 'Quick' contact info (Email & Phone) or Name & Mailing Address

Your Name  
Contact Info1  
Contact Info2

Date

Contact Name, Title (*if known/appropriate*)  
Company Name  
Contact Information

**ORGANIZATION CONTACT INFO:** Name & Address;  
Always double check to ensure proper spelling and no errors

RE: Job Title

OR

Dear <Insert Contact Name>:

**SUBJECT LINE or SALUTATION:** Given space constraints, insert salutation to specific contact  
OR highlight position applying to by listing it in subject line (do not recommend doing both)

### Introductory paragraph: Focus on interest & Personal "Fit"

✓ **Show genuine interest / make a connection / capture reader's attention**

Introduce your 'personal fit' for position you are applying to - two primary ways this can be accomplished:

1. Referring to specific information about the organization that goes beyond common knowledge
    - ✓ Often one's level of genuine interest or 'passion' for a topic is judged by the degree of information or knowledge they possess in respect to the topic/issue; referencing specific information beyond what the average person would know from watching news/seeing info on the internet/social media, etc., allows you to reinforce your true interest in the opportunity to which you are applying. You can comment on any formal events or activities you have engaged in which relate to the firm; note what you learned and/or mention company employees you spoke with.
  2. Showing an alignment between your 'values' and the 'values' of the organization
    - ✓ If seeking to make a match between your values and the values of the organization, identify the shared value(s) that you possess and give one concrete example of how you have demonstrated this value in your experience; help the reader see why or how you want to contribute i) to the industry the company is part of, ii) the organization itself or iii) the functional area/department to which you are applying within the organization
- Close intro paragraph with a 'transitory' sentence which highlights your awareness of (and the fact you possess) the 2-3 key skills most valued by the organization for the position you are applying

### Middle paragraph(s): Specific "mini-stories" to highlight "Professional Fit"

✓ **Provide evidence that you have demonstrated each of the 2-3 key skills essential for success in the position**

- Can be presented in one large paragraph or broken out across two or three shorter paragraphs
- Support each skill that you are referenced with a specific example; Make each example a 'mini story' – 1 sentence to provide context, 1-3 sentences highlighting concrete tasks/actions you took which directly relate to the skill you are referencing, and 1 final sentence which provides an outcome/result in relation to the skill; each 'mini story' serves to prove you possess the skills you have referenced
- Using unique examples for each skill is encouraged to demonstrate the variety of experiences you have and your ability to use your competencies in different environments/situations

### Final paragraph: Close and call to action

✓ **Reiterate fit / keep dialogue open**

- Ensure a memorable and lasting impression regarding your 'value proposition' by once again summarizing the 2-3 most relevant skills you would bring to the organization/ position (tell them what you told them)
- Use different words/wording when reinforcing key skills or attributes so language is not repetitive
- Close with a view of continued contact; remind reader you appreciate the chance to express your interest, your believe you are a strong fit with position, and hope to discuss your skills & abilities in greater detail

Sincerely,

Signature

**ALTERNATIVES:** Respectfully, Best regards, Thank you for your consideration

Your Name

**REMEMBER TO SIGN:** Use ink for hard copy and electronic signature for soft copy