WRITING YOUR COVER LETTER

Managers are very busy people. They read dozens of letters, reports, memos, and proposals each week. They won't read long letters that never seem to get to the point. Keep your letter brief, clear and to the point. Sell them on the idea of granting you a job interview. Send each manager on your list an individualized letter, addressed directly to him or her.

Here's the magic formula for writing a professional sales letter:

1. **Seize Attention**
   In the very first sentence of your letter, grab the managers' full attention by telling them exactly what you want. In one, shore, bold sentence tell them that you want an appointment.

2. **Perk Interest**
   Whet the managers' interest by telling them how you go their name. If you have a friend, relative, or referral who knows that manager, ask if you can use their letter.

3. **Get down to business**
   First, explain that you would like to "learn about the career opportunities in their department." Second, explain why you chose their company - perhaps you know someone who works there, you're familiar with their good name or reputation, or you've used their products. Third, ask if the manager could spare some time to explore career opportunities with you.

4. **Show your stuff**
   If you just graduated from school, if you just got out of the service, or if you have some hands-on-experience - SAY SO! Then, show that you're qualified to handle the job by listing a few of the skills needed to do the job.

5. **Wrap it up**
   Since the managers will probably not call you, tell them that you'd like to follow-up and see if they could schedule some time to talk with you.