

YOUR NAME

phone number | email address | City Province Postal Code | LinkedIn (*optional*)

Name of Relevant Staff Member

Title of Relevant Staff member

Company Name

Company Address

Date

Dear *NAME of PERSON WHO HIRES, or the Title of person if you have no name (example, 'Dear Hiring Manager,')*. Ideally you have a name of a person who works at the company you're applying to, example: 'Dear Olivia Lee,'

1st Paragraph: *HOW YOU KNOW ABOUT THE JOB. If possible, 'Name Drop', by telling them who, within their organization, that you know suggested you apply. OR Tell them what kind of job you're seeking and why you chose them as a company. REMEMBER to mention the Job I.D. number if there is one from the posting. Tell them if there is a resume attached, or following beneath your cover letter text.*

2nd Paragraph: *YOUR EXPERIENCE & HOW YOU ARE DIFFERENT. Tell them your experience AND what makes you different from other people applying. Name one or two things that sets you apart and meet the needs of the employer. Have you won awards? Travelled? Worked with special clients/customers? Are you great at meeting tight deadlines? What makes you a great fit for this company/job? Choose something that shows you off AND is relevant to the job.*

3rd Paragraph: *WHY THIS COMPANY/EMPLOYER. Here's where you show what you know about the company. Research: read company websites, annual reports and talk to people in the sector to get opinions. What are the company's current problems, interests and priorities? How do their values and interests match your own? What is the 'pain point' they have that you can address/fix/help resolve?*

4th Paragraph: *SIGNOFF. Thank them for their consideration of your application. Tell them you look forward to hearing from them and the best way to reach you.*

Sincerely,

Digital Signature

Your Name

Your LinkedIn profile link