



COVER LETTER TEMPLATE

Step 1 - The Salutation: Do your research to find the right person to address your cover letter to. If you can't find someone, call the company, and ask or address it to the head of the department. Never submit a cover letter addressed to, "To Whom It May Concern." If you absolutely can't find a name, and you're sending your cover letter via email, just skip the salutation and jump right into the hook.

Dear Jessica Adams,

Step 2 - The Hook: Start by sharing a relatable story about why you're a good fit for the role, briefly touching on whatever experience you have to back that up. Include why you're applying, and how your passion matches with the company's mission and the requirements for the role.

Ever since I helped grow my little sister's lemonade stand from a folding table on a corner in our neighborhood, to the most talked about after school destination, I knew marketing was in my blood. And sharing a great story is clearly a passion of The Marketing Group, as well. My commitment to connecting with a community and understanding my customers makes me a great candidate for the Marketing Manager role, and the company.

Step 3 - The Pitch: This is where you share why you're the right one for the job. Be specific about why you're the perfect candidate, and include any experience that's relevant—even if it doesn't fit perfectly into the job description.

Since my lemonade stand days, I've managed social media campaigns for my company's marketing team, effectively reaching over 100,000 new customers and resulting in a 60% increase in sales.

Additionally, my extensive work overseas has expanded on my marketing capabilities. Navigating through unfamiliar areas has taught me to pay special

attention to people's actions and reactions. This turned out to be an invaluable skill in my marketing efforts, as understanding the needs of my audience was key to executing a successful campaign.

Step 4 - The Get: This is your chance to motivate the hiring manager or recruiter to take action. Ask them for the opportunity to interview, and give them a clear timeline for when you'll follow up.

The Marketing Group's values and passion are ones that I share, and I'd welcome the opportunity to interview for the Marketing Manager role. I look forward to exploring this opportunity with you in detail, and will follow up with you on Thursday.

Step 5 - Closing: Now it's time to wrap things up. Keep this one short with around three to five sentences, and sprinkle in just a few key points that make you stand out.

Thank you for your time and consideration. I know that my lifelong passion for marketing and keen observation skills will make me a great addition to your marketing team. I'm excited to learn more about the opportunity, and look forward to speaking with you soon.

Step 6 - Signature: Chances are this will be sent via email, but be prepared to have a physical copy as well. For an email, be sure to include your full name, contact info, and links to your online profile.

Sincerely,

A handwritten signature in black ink that reads "Ryan Kahn". The signature is stylized with a long horizontal line extending from the end of the name.

Ryan Kahn
(323) 305-4005
Ryan@HiredGroup.com
www.Linkedin.com/in/RyanKahnHired