



The Career Center

East Carolina University
701 East Fifth Street
Greenville, NC 27858-4353
Office: 252-328-6050

THE ART OF JOB SEARCH CORRESPONDENCE

COVER LETTERS

There are four types of cover letters:

Contact Letters – Sent to individuals you know from whom you want information, help, or referrals.

Referral Letters – Sent to someone you don't know to whom you have been referred because that individual either works for a company of interest or knows lots of people and may be able to help you.

Human Resources Letters – Sent to an HR department in response to a specific job opening.

Targeted Company Letters – Sent to a decision-maker at a company that interests you where you have no contacts or referrals.

Include those sentences or parts of sentences that are important and delete those parts which don't fit you.

LETTERHEAD

Elanor L. Nelson

312 Louis St. • Greenville, NC 27858 • (252) 321-9646 • eln4578@mail.ecu.edu

INTRODUCTIONS

All letters will explain in the first introductory paragraph why you are writing and what you want.

For Contact Letters

As you know, I will be graduating from East Carolina University this [GRADUATION MONTH], and have begun my job search. Because I respect your opinion and judgment, I am writing to ask for your assistance. Please understand that I am not asking you for a job. I think, however, that your experience and knowledge of the current job market could prove a valuable asset in helping me explore my options.

For Referral Letters

In a recent conversation with [CONTACT], it was recommended that I contact you. [FNAME] felt that you would be a valuable resource in my job search and may be able to help me.

For Human Resource Departments

Your recent ad for a [JOB TITLE] appears to be seeking a candidate with qualities tailored to my abilities. I offer solid experience in [KEY FUNCTIONAL GROUPS RELATING TO THIS POSITION]. The enclosed resume presents my background in more depth and provides information on my capabilities.

For Targeted Company Letters

As a recognized leader in your field, «COMPANY» must be on the lookout for top talent to help the business grow. I will complete a degree in [MAJOR] this [GRADUATION MONTH] and am writing to explore the possibility that you may have need for an individual with my skills and abilities. I offer cutting edge knowledge and training in the field as well as experience in [TOP 3 FUNCTIONAL GROUPS]

MIDDLE PARAGRAPHS

For Contact Letters

I will graduate with a [TYPE OF DEGREE] in [MAJOR] and am interested in utilizing my skills in [TOP FOUR ACTIVITIES] to help meet the needs of companies in the private sector. I am focusing on the following industries: [TOP FOUR INDUSTRY CHOICES]. Specific companies that interest me are [LIST THE NAMES OF FOUR COMPANIES]. Please take a few minutes and look through your address book for contacts you may have who might be interested in an individual with my talents.

For Referral Letters

[CONTACT] felt that you may have an interest in a person with my experience and could be a valuable resource in my job search. I am interested in a position that would utilize my skills in [TOP 3 FUNCTIONAL GROUPS]. I have developed expertise in the areas of [THREE OR FOUR SUBJECTS YOU STUDIED] and am strong in [TECHNICAL SKILLS THAT RELATE TO THE JOB]. I recently completed an Internship/Coop experience for [ORGANIZATION] where I [ACTIVITY PROBABLY IMPORTANT TO THE READER].

For Human Resource Offices

Having carefully reviewed the stated requirements for the position, I find a close similarity between your needs and my qualifications.

Your Stated Needs

(List qualifications they want that you have)

My Qualifications

(List your corresponding education/experience, etc.)

(Listed in two columns)

For Targeted Company Letters

As a student at East Carolina University, I have been successful in [ACCOMPLISHMENT] and [ACCOMPLISHMENT]. Whether involved in [ACTIVITY], [ACTIVITY], or [ACTIVITY], I am known as a [PERSONAL MARKETING PHRASE]. I have applied my skills in [ACTIVITY] and [ACTIVITY] which resulted in [ACCOMPLISHMENT] and [ACCOMPLISHMENT] and I know that I can demonstrate the same degree of success in overcoming the challenges your company will be facing in the future.

CLOSING PARAGRAPHS

For Contact Letters

If after reviewing my resume, you think of any situations where my skills and background would be a good fit, I would appreciate your comments and advice. I will call you in the near future.

For Referral Letters

Open to relocation or travel, I would welcome the opportunity to meet with you or a member of your organization to explore any available opportunities. In advance, let me thank you for your consideration. I will call in the near future.

For Human Resource Offices

ONLY if they ask for salary history or salary requirements, include ONE of these sentences. My salary history has always been negotiated based upon my level of responsibility. OR My salary requirements are flexible and negotiable and vary depending on the responsibilities of the position.

I would welcome an opportunity to meet with you and talk in more detail about my ability to contribute to your current needs. Please contact me at 252-321-9646 or by email at eln4578@mail.ecu. Thank you for your consideration.

For Targeted Company Letters

Open to relocation or travel, I would certainly welcome the opportunity to meet with you or a member of your organization to explore any available opportunities. In advance, let me thank you for your consideration. I will call in the near future.

Contact Letter

Elanor L. Nelson

312 Louis St. • Greenville, NC 27858 • (252) 321-9646 • eln4578@mail.ecu.edu

February 12, 2005

Ken Foster
4358 Eastern Pines Rd.
Greenville, NC 27834

Dear Ken,

As you know, I will be graduating from East Carolina University this May and have begun my job search. Because I respect your opinion and judgment, I am writing to ask for your assistance. Please understand that I am not asking you for a job. However, I think that your experience and knowledge of the current job market could prove a valuable asset in helping me explore my options.

I will graduate with a bachelor's degree in communication and am interested in utilizing my skills in graphic arts, advertising, product packaging, and promotion design to help meet the needs of companies in the private sector. I am focusing on the following industries: pharmaceuticals, healthcare insurance providers, medical services, and medical equipment. Some of the specific companies that interest me are Carolina Home Medical and Keen Branding in Charlotte and Aeolus Pharmaceuticals in Raleigh. Please take a few minutes and look through your address book for contacts you may have who might be interested in an individual with my talents.

If after reviewing my resume, you think of any situations where my skills and background would be a good fit, your comments and advice will be most helpful. I will call in the near future.

Sincerely,

Elanor Nelson

Enclosure: Resume

Referral Letter

Elanor L. Nelson

312 Louis St. • Greenville, NC 27858 • (252) 321-9646 • eln4578@mail.ecu.edu

February 12, 2005

John Hagans, Director of Marketing
Carolina Home Medical, Inc.
304 N. Queen St.
Goldsboro, NC 27530

Dear Mr. Hagans,

In a recent conversation with Joe Epler, he recommended that I contact you. Joe felt that you would be a valuable resource to me in my job search and may be able to help me.

I will be graduating from East Carolina University this May and with graduation rapidly approaching, I have begun a job search for a position where my skills in graphic arts, advertising, product packaging, and promotion design could be valuable to a company in the areas of pharmaceuticals, healthcare insurance providers, medical services, or medical equipment. I have two semesters of experience in Adobe Photoshop on both a Macintosh and Microsoft operating systems as well as a variety of classes in sales and marketing. For the last year I have worked for DSM Pharmaceuticals to help complete the marketing materials for a new product release. I know I can demonstrate the same degree of success for Carolina Home Medical.

I am open to regional travel and would welcome the opportunity to meet with you or a member of your organization to explore any available opportunities. In advance, let me thank you for your consideration. I will call in the near future.

Sincerely,

Elanor Nelson

Enclosure: Resume

Elanor L. Nelson

312 Louis St. • Greenville, NC 27858 • (252) 321-9646 • eln4578@mail.ecu.edu

February 12, 2005

Human Resources
Keen Branding
310 Arlington Ave., Suite 303
Charlotte, NC 28203

Dear Sir or Madam,

Your recent ad for a Project Assistant appears to be seeking a candidate with qualities tailored to my capabilities. I offer solid experience in graphic arts, advertising, product packaging, and promotion design. My enclosed resume presents my background in more depth and provides information on my capabilities.

Having carefully reviewed the stated requirements for the position, I find a close similarity between your needs and my qualifications.

Your Stated Needs

Bachelor's Degree
Knowledge of Adobe Photoshop
Strong understanding of healthcare field
Experience in the healthcare industry

My Qualifications

Bachelor's degree in Communication, May 2005
Two semester Adobe Photoshop on Mac and Windows
Minor in healthcare
One year experience with DSM Pharmaceuticals

My salary history has always been negotiated based upon my level of responsibility. I would welcome an opportunity to meet with you and talk in more detail about my ability to contribute to your current needs. Please contact me at 252-321-9646 or by email at eln4578@mail.ecu. Thank you for your consideration.

Sincerely,

Elanor Nelson

Enclosure: Resume

Elanor L. Nelson

312 Louis St. • Greenville, NC 27858 • (252) 321-9646 • eln4578@mail.ecu.edu

February 12, 2005

Mr. Paul Grimsley, Marketing Manager
Aeolus Pharmaceuticals, Inc.
79 Tw Alexander Dr., Suite #200
Research Triangle Park, NC 27709

Dear Mr. Grimsley,

As a recognized leader in your field, Aeolus Pharmaceuticals must be on the lookout for top talent to help business grow. I will complete a bachelor's degree in communications this May and am writing to explore the possibility that you may have need for an individual with my skills and abilities. I offer cutting edge knowledge and training in the field as well as two semesters of experience in pharmaceutical promotions.

As a student at East Carolina University, I have been very successful in learning buying trends in healthcare and developing processes for assisting customers in product selection. Whether involved in developing sales brochures or composing technical descriptions, I am known as a productive and creative artist with an innate ability to prioritize needs and get things done. I have applied my skills in desktop publishing and product promotions, which resulted in my being able to convert a semester Internship into a paid position at DSM Pharmaceuticals to help develop promotions for a new product release. I know that I can demonstrate the same degree of success in overcoming the marketing challenges your company will be facing in the future.

Open to regional travel, I would certainly welcome the opportunity to meet with you or a member of your organization to explore any available opportunities. In advance, let me thank you for your consideration. I will call in the near future.

Sincerely,

Elanor Nelson

Enclosure: Resume

Elanor L. Nelson

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March 12, 2005

John Hagans, Director of Marketing
Carolina Home Medical, Inc.
304 N. Queen St.
Goldsboro, NC 27530

Dear Mr. Hagans,

Thank you for the opportunity to visit with you last Wednesday, March 10, 2005. I found our meeting most productive, and I appreciate being considered for a Marketing Assistant position with Carolina Home Medical.

I left our meeting feeling that my background in product promotions with DSM Pharmaceuticals will be particularly important to your company. You mentioned the likelihood of an upcoming release of several new products, and I enjoyed our discussion of how that has caused this position to be open. I know from my own experience that having staff on hand who can respond to last minute changes in marketing materials can save thousands of dollars. As an efficient perfectionist with excellent analytical skills, I see myself as someone able to provide key quality control in this position. I am anxious to become a productive member of the team and experience the fast paced environment of Carolina Home Medical.

I will call you on Tuesday, March 16, 2005 to discuss the next step in the hiring process. I appreciate your time and consideration. Thank you again for the courtesy extended to me.

Sincerely,

Elanor L. Nelson

PERSONAL MARKETING PHRASES

In some of the earlier letter pieces you are asked to provide Personal Marketing Phrases. This exercise will help you identify what those might be. Please put a check mark in the box provided for those phrases which you feel would accurately describe you.

- | | |
|--|--|
| <input type="checkbox"/> Strong probing questioner with customer focus | <input type="checkbox"/> Unconventional and innovative |
| <input type="checkbox"/> Dedicated team member who always gives 110% | <input type="checkbox"/> Proactive doer and facilitator |
| <input type="checkbox"/> Highly effective communicator with both peers and clients | <input type="checkbox"/> Analytical problem-solver |
| <input type="checkbox"/> Efficient overseer with an eye for detail | <input type="checkbox"/> Creative and artistic |
| <input type="checkbox"/> Self-starter who enjoys a fast-paced environment | <input type="checkbox"/> Keen sense of organization |
| <input type="checkbox"/> A team-player who enjoys contributing to a goal | <input type="checkbox"/> Preferring structure and systems |
| <input type="checkbox"/> Tenacious and highly energetic negotiator | <input type="checkbox"/> Optimistic and out-going |
| <input type="checkbox"/> Persuasive manager who enjoys leadership | <input type="checkbox"/> Self-assured and determined |
| <input type="checkbox"/> Ambitious, with little patience for mediocrity | <input type="checkbox"/> Able to bring order out of chaos |
| <input type="checkbox"/> Big-picture oriented and good at long-range planning | <input type="checkbox"/> Tough and resilient veteran of the trenches |
| <input type="checkbox"/> Keen sense of timing and practical, time-saving methods | <input type="checkbox"/> Empathetic and good at reading people |
| <input type="checkbox"/> Innate ability to prioritize needs and get things done | <input type="checkbox"/> Flexible and outgoing personality |
| <input type="checkbox"/> Prefer harmony and a stable environment | <input type="checkbox"/> Frank and factual, and believe in straight talk |
|
 | |
| <input type="checkbox"/> Constantly seeking new ways of doing things | <input type="checkbox"/> Supportive of a strong leader |
| <input type="checkbox"/> Workaholic, demanding high quality of self and others | <input type="checkbox"/> Self-confident and persuasive |
| <input type="checkbox"/> Artistic and expressive with an eye for aesthetics | <input type="checkbox"/> Prefer concrete problems to ambiguous ones |
| <input type="checkbox"/> Traditional, practical and prefer working independently | <input type="checkbox"/> Scholarly and intellectual |
| <input type="checkbox"/> Enjoy uncovering new facts, gathering information | <input type="checkbox"/> Introspective and task-oriented |
| <input type="checkbox"/> A financial risk-taker who enjoys a competitive challenge | <input type="checkbox"/> Prefer measuring results in monetary terms |
| <input type="checkbox"/> Effective communicator with empathic sense for others | <input type="checkbox"/> Humanistic, insightful and understanding |
| <input type="checkbox"/> Assertive and adventuresome offering strong leadership | <input type="checkbox"/> Idealistic with a strong concern for others |
| <input type="checkbox"/> A preference for detail, accuracy, and logical expression | <input type="checkbox"/> Strong multi-cultural orientation |
| <input type="checkbox"/> Charismatic leader, able to win loyalty and get results | <input type="checkbox"/> Executor of tasks with style and candor |
| <input type="checkbox"/> Efficient perfectionist with excellent analytical skills | <input type="checkbox"/> Operations-oriented professional |
| <input type="checkbox"/> Seasoned professional with an instinct for survival | <input type="checkbox"/> Enthusiastic team builder |
| <input type="checkbox"/> Decision-maker who stands accountable | <input type="checkbox"/> Hands-on, shirt-sleeve manager |
| <input type="checkbox"/> Dynamic strategist with an eye for marketing and profits | <input type="checkbox"/> Goal-oriented strategic thinker |
| <input type="checkbox"/> Action-oriented with a focus on the bottom-line | <input type="checkbox"/> Strong pattern of accomplishment |

From those checked, select those words or phrases which best help you compose a forceful, action-oriented description of who you are.