

# THE COVER LETTER

## **the basic rules:**

- ✓ Sell yourself in one page or less
- ✓ Use short, clear sentences
- ✓ Make sure your contact information is emphasized
- ✓ Highlight impressive points in your resume

## **specific guidelines:**

- ✓ Address the letter to a specific person/party
- ✓ Grab the reader's attention
  - use conventional business letter format
- ✓ Demonstrate knowledge of the position
  - mention any relevant research
  - mention any referrals
- ✓ Express desire for the position
  - I am writing because...
  - I am the perfect candidate because...
- ✓ Close the deal
  - initiate contact

## **Don't forget:**

- ✓ To send a follow-up cover letter in few weeks
- ✓ To proofread thoroughly

November 16, 20\_\_

Jane Swift  
9 Central Ave  
Sunnyside, NY 11104

Dear Ms. Pena,

I have always followed the performance of your fund in *Mutual Funds Newsletter*.

Recently, your notice regarding a *Market Analyst* in *Investors Daily* caught my eye—and your company name caught my attention—because your record over the last three years shows exceptional portfolio management. With my experience with one of your competitors, I know I could make significant contributions.

I would like to talk to you about your personnel needs and how I would be able to contribute to your department's goals.

An experienced market analyst, I have an economics background and a strong analytical approach to market fluctuations. This combination has enabled me to consistently pick the new technology flotations that are the backbone of the growth-oriented mutual fund.

For example, I first recommended Fidelity Magellan six years ago. More recently, my clients have been strongly invested in Pacific Horizon Growth (in the high-risk category), and Fidelity Growth and Income (for the cautious investor).

Those following my advice over the last six years have owned shares in funds which consistently outperformed the market.

I know that resumes help you sort out the probables from the possibles, but they are no way to judge the personal caliber of an individual. I would like to meet with you and demonstrate that, along with the credentials, I have the personality that makes for a successful team player.

Yours faithfully,

*Jane Swift*

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