**Discussion:**

**Cover Letter Example**

Since the average professional position has about 200 applicants, it is critical that you grab the employer’s attention in your cover letter. The “Power Impact Technique” begins with a powerful opening and focuses on filling the employer’s needs.

[YOUR NAME]

[YOUR ADDRESS]

[YOUR PHONE]

[YOUR EMAIL]

[Date]

[Name of Contact]

[Company Name]

[Company Address]

[Phone Number] **You do not need to list this if you do not know it.**

[Fax Number] **You do not need to list this if you do not know it.**

Re: [Purpose of this letter]

**(ex. Re: Internship or Re: Marketing Coordinator Position, etc.)**

Dear [Name of hiring person]: **Never use “To Whom It May Concern.”**

Over [number of years] years of experience (or “As a current senior in college studying marketing), in [field/key words] my strengths are in [first strength], [second strength], and [third strength]. Therefore, I’d bring [employer’s need] to the [job title] position at [company name].

Highlights of my professional/college experience include:

* [First highlight or accomplishment]
* [Second highlight or accomplishment]
* [Third highlight or accomplishment]
* [Fourth highlight or accomplishment]

The opportunity at [company name] sounds very exciting to me and I am impressed with how [company name] [list comments about the company’s website, LinkedIn profile, or relevant information publicly known].

I feel there is a great deal I can bring to [company name] because I have [first skill], [second skill], and [third skill]. Please call me at [contact number] to discuss the valuable contributions I can make as part of your team.

Sincerely,

*Your Name*Your Name Typed

Your Phone Number