**conservative style**

Dear Mr Black,

Please find enclosed my CV in application for the post advertised in the Guardian on 30 November.

The nature of my degree course has prepared me for this position. It involved a great deal of independent research, requiring initiative, self-motivation and a wide range of skills. For one course, [insert course], an understanding of the [insert sector] industry was essential. I found this subject very stimulating.

I am a fast and accurate writer, with a keen eye for detail and I should be very grateful for the opportunity to progress to market reporting. I am able to take on the responsibility of this position immediately, and have the enthusiasm and determination to ensure that I make a success of it.

Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.

Yours sincerely

**Standard speculative letter**

Dear Mr Brown,

I am writing to enquire if you have any vacancies in your company. I enclose my CV for your information.

As you can see, I have had extensive vacation work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many different types of people. I believe I could fit easily into your team.

I am a conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile like [insert company name].

I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience. In case you do not have any suitable openings at the moment, I would be grateful if you would keep my CV on file for any future possibilities.

Yours sincerely

**Letter for creative jobs**

Dear Ms Green,

· Confused by commas?

· Puzzled by parenthesis?

· Stumped by spelling?

· Perturbed by punctuation?

· Annoyed at the apostrophe? (And alliteration?)

Well, you're not alone. It seems that fewer and fewer people can write. Unfortunately, there are still a lot of people who can read. So they'll spot a gaffe from a mile off. And that means it's a false economy, unless you're 100% sure of yourself, to write your own materials. (Or to let clients do it for themselves.)

To have materials properly copywritten is, when one considers the whole process of publishing materials and the impact that the client wishes to make, a minor expense. Sloppiness loses clients, loses customers.

There is an answer. Me. Firm quotes are free. You can see some of what I do on my multilingual website at [insert web address]. If you'd like, I can get some samples out to you within 24 hours. And, if you use me, you'll have some sort of guarantee that you can sleep soundly as those tens of thousands of copies are rolling off the presses.

Luck shouldn't come into it!

With kindest regards