

Brief Cover Letters for E-Mail

E-mail cover letters are characterized by the following:

- **Brevity.** E-mail cover letters are short and succinct, but long enough to include the top two or three most significant selling points of your career, experience, qualifications and credentials. Although you want to keep these letters brief, you don't want to totally eliminate all substance.
- **Ease of readability.** Because you'll type these letters as e-mail messages (usually with your resumes as an attachment or as part of that same message), their presentation is plain, easy to read and quick to review.
- **A meaningful subject line.** Use the subject line of your cover letter to communicate why you're writing and an important point about your background. Feel free to use abbreviations so that you can fit more into this brief space. Never send an e-mail cover letter with a blank subject line or a generic "resume" subject. Let your readers know why you're writing so that they'll be motivated to open your e-mail.

Your cover letter is an employer's first impression of you. Too many job seekers make the critical error of ignoring the importance of a well-written cover letter. If your cover letter is skimpy, sloppy or boring, your resume could go straight into the trash. Don't let this happen to you.

From: **Create A+ Cover Letters With These Smart Tips**
By Wendy S. Enelow and Louise M. Kursmark *CareerJournal.com*

Note the extra
"Sales" paragraph

Examples

Dear Mr. Smith.

I am writing in response to your advertisement seeking a customer manager to run XYZ Car Dealership's service centre.

As you will see from my enclosed/accompanying resume, my skills and experience are a good match for the position you are now trying to fill. I have been involved in the automotive industry for most of my career. I believe customer service is the core to a successful business.

I look forward to having an opportunity to meet with you to further discuss how I can contribute to your team.

Yours sincerely,
Bill Brow

From: www.femail.com.au/write_coverletter.htm

Dear Ms. Smith.

I was interested to see your advertisement seeking a new account service executive as I have been seeking just such an opportunity and believe my skills and experience would be a good match for XYZ Advertising.

Please find my resume enclosed for your review. Of particular relevance/interest is the five years I spent in a Melbourne advertising agency working in account service. I have a passion for client service and, as you will see from my resume, a good understanding of the sector I would be working in.

I look forward to having an opportunity to meet with you to further discuss how I can contribute to your team.

Yours sincerely,
Bill Brow

From: www.femail.com.au/write_coverletter.htm

Dear Ms. (Name): (or Dear Human Resources Manager:)

Thank you for the opportunity to present the accompanying resume for your consideration.

After your evaluation, if you believe that my background and experience are favorable for further discussion, please contact me to arrange an appointment at your earliest convenience.

I am confident that, if selected to join your organization, our association would result in mutual benefit.

Respectfully submitted,
Your name

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