

# Cover Letter Template

## Job Search Master Class

*“Dana Manciangli’s [Job Search Master Class](#) **Cover Letter** made me stand out in the crowd because it clearly defined why I was the BEST candidate for THEIR job, based on THEIR job description. I got interviews and a great, new job as a result!”*

Your cover letter needs to explain what you can do for your “buyer,” not what it is you are “selling.” Your mission is to give the reader the best peek at your background and encourage them to want to learn more by reading your résumé. Watch out! Don’t send an “old” cover letter, the kind that jams all your selling features into one blob, hoping the reader can uncover a few useful morsels.

Your new cover letter has 3 Sections: P.R.R. = Purpose, Reasons, Request

- A. Opening: Purpose and relevance of this letter and application
- B. Body: Top 3 Reasons why you are the BEST candidate for this specific position
- C. Closing: Request for the interview and next step, the “call to action”

A. Opening Samples: **Purpose** and relevance of this communication or application:

- *“I would like to express my deep interest in the <Marketing Manager> position <####> at the <Baywood Corporation>.”*
- *“The <Baywood Corporation’s> <Marketing Manager> position <####> seems very important and intriguing and I am excited to apply.”*
- Second Sentence: *“I learned about the position opening on your company’s career website,” OR “<Name> referred your opening to me and felt I would be a good fit for your need.”*

B. Body Samples: Top 3 **Reasons** why you are the BEST candidate for this specific position:

- *“After comparing your job description with my background, and doing further research on your business, the following are three main reasons why I believe I am a highly qualified candidate:*
  1. *You are looking for <8-10> years in technology testing and I have 11 years, both at <company> and <company>.*
  2. *<Baywood Corporation> needs someone with skills in teamwork and cross-group collaboration and I led a cross-function team at <company> with a <\$> revenue target.*
  3. *The Marketing Manager position will be managing 3 people and I have 7 years managing teams ranging from 3 to 22 with positive feedback on my management style.”*
- Alternatively, tables can be very useful in the body of the cover letter:

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After comparing your job description with my background and doing further research on your business, the following are three main reasons why I believe I am a highly qualified candidate.

<b>Marketing Manager Position #####</b>	<b>John Howard's Qualifications</b>
8-10 years technology testing	11 years at <company> and <company> with <any statistics about good performance>
Strong proven skills in teamwork and cross-group collaboration	Led a multi-function and multi-geography team at <company> with a <\$> incremental revenue target. We exceeded the target by 8%.
Managerial responsibility for 3 people	7 years managing team sizes of 3 to 22 with positive feedback on my management style.

Note: if you use a table, a nice touch is to remove the lines or select a nice design from the Office ribbon under table tools/design.

- C. Closing Samples: **Request**—asking for the position and next step, the “call to action:”
- “Mr. Johnson, I am not only a fit for your position, but I am passionate about your industry and <marketing> function. May I please request a phone and/or face-to-face interview? If I don’t hear back from you or a member of your organization before, I will follow up with you on <Day, Date, Time>. (5 working days from the day this cover letter lands.)

Thank you for your time and consideration,  
<full signature block with your full name, phone number>

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(Your page margins should be no smaller than 1 inch. Your font should match your résumé and be 11 or 12 pt. My favorite font is Calibri if you're looking for one!)

Dear Mr. /Ms. \_\_\_\_\_ <<Use the name or Director of Human Resources.>>

Date

OR

Dear Hiring Team for Position XXXX, <title>,</p></div>

<<Hit "enter" 2 times after date and then include the following information>>

I would like to express my deep interest in the <Marketing Manager> position <####> at the <Baywood Corporation>. <Name> referred your position to me and felt I would be a good fit for your need.

<<Hit "enter" 2 times>>

After comparing your job description with my background and doing further research on your business, the following are three main reasons why I believe I am a highly qualified candidate:

Marketing Manager Position ####	<John Howard's> Qualifications
8-10 years technology testing	11 years at <company> and <company> with <any statistics about good performance>.
Strong proven skills in teamwork and cross-group collaboration	Led a multi-function and multi-geography team at <company> with a <\$> incremental revenue target. We exceeded the target by 8%.
Managerial responsibility for 3 people	7 years managing team sizes of 3 to 22 with positive feedback on my management style.

<<Hit "enter" 2 times>>

"Mr. Johnson, I am not only a fit for your position, but I am passionate about your industry and <marketing> function. May I please request a phone and/or face-to-face interview? If I don't hear back from you or a member of your organization before, I will follow up with you on <Day, Date, Time>.

<<Hit "enter" 2 times>>

Thank you for your time and consideration,

<<Hit "enter" 2 times>>

John Howard <Your typed name, first and last>

Your email

Your preferred phone (Don't put home phone unless you answer it!)

Your full street address

Your LinkedIn address (Learn how to make hyperlinks so the recipient can just click.)

<<Hit "enter" 2 times>>

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## [Job Search Master Class](#)

Once you complete one new [Job Search Master Class](#) Cover Letter, you will see improved results in the form of more interviews. **And** it will be your best preparation for the interview that you really want.

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