*The below email with attached resume has gotten me interviews and a recruiter constantly dogging me to come back in. I used the same format again and again when hunting for jobs, just changing out the info on a per job ad and per company basis. This format was netting me a 50% interview rate. Either they call me back shortly after applying or I call them up and ask for the interview a few days after applying and they usually agree.   
  
Ideally you'll only actually use this technique for jobs that you actually want to do and companies that you actually want to work for 8P*

Hi there (get a name if at all possible)

**First Paragraph Says** - This is not a generic email. I know who you are and what's happening in your industry. I know what position you're looking to fill, what department it's going to be in, and what you're looking for in regards to skills and attributes . I try to repeat phrases and words they used in the add itself, or in adds for similar jobs.   
  
**Second Paragraph Says** - I know who you are and about your company, and you're important whether you're the employer or a recruitment company working for the employer. I know what you do and I know the latest positive news about your company.   
  
**Third Paragraph Says** - This is why I am unique, how my background directly relates to the job you're filling and how my experience will contribute to the success of your company.  
  
**Fourth Paragraph Says** - This is how and when to contact me.

Sincerely,

First Last

*As you can tell from the above format, this technique does require you to do a bit of research before applying. It never took me longer than 10-20 minutes to get the info I needed though (gotta love Google and the sheer amount of information a company will put on their website!!). And you will ABSOLUTELY need this if they call back and start asking you what you know about the company, a killer if you haven’t done the research!*