MARKETING DIRECTOR

**JESSICA PEARSON**

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m

Your city, state

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Bill Jordan

Hiring Manager

Name of Company

Dear Mr. Robertson,

**TIPS AND TRICKS FOR WRITING AN EFFECTIVE COVER LETTER**

1. Don’t just use one generic cover letter for every position.

Never use the same cover letter for every position. A recruiter will know when you’re just blanketing every available position with the same introduction.

2. Why? What? How?

Start off with why you are writing. What are you applying for? How did you find out about the position? If it was through an internal referral, make sure to mention who referred you.

Follow up with why are you interested in working for this company. The mission statement of a non-profit will be very different than that of a real estate investment firm. Look up what the company’s goals are and explain why this is an environment in which you’d like to work.

3. Don’t just regurgitate your resume.

As mentioned above, don’t just repeat your resume. After all, the hiring manager/recruiter already has it. There’s no need to list all your previous positions and duties. This is just a preview of yourself that will serve as a reason for the hiring manager to look at your resume.

Sincerely,

Jessica Pearson

Jessica Pearson

April 23, 2017