

Various letters

Bad News

Persuading

Cover letter

Essentials of a business letter

The qualities of a business letter make it presentable.

It becomes easy for a person or an organization to imprint an impression onto the others.

The qualities of a business letter can be classified as

- Inner Quality
- Outer Quality

Inner Quality

It refers to the quality of language used and the presentation of a business letter. They are

1. Clear

- The language used in the business letter must be clear.
- It helps the receiver to understand the message immediately, easily, and clearly.
- Any ambiguity will lead to the misinterpretation of the message stated.

2. Simple

- The language used in the business letter must be simple and easy.
- One must not write a business letter in difficult and fancy words.

3. Concise

- The message written in the letter must be concise and to the point

4. Concrete

- The message is written must be concrete and specific.
- By using concrete language, a reader will have a clear picture of the message.

5. Accuracy

- One must always check for the accuracy of the business letter. Accuracy generally means no error in grammar, spelling, punctuations etc.
- Correct personnel should be targeted for communication.

6. Coherent

- The language used in the business letter must be coherent.
- The message must be in a logical way for the clear understanding of the message.
- The flow of the message must be consistent.

7. Complete

- One must write a complete message.
- It helps the reader to know about the issue and the solution to be taken.
- It should provide all the necessary information.
- One must also keep in mind that the message should be concise and short along with the complete details.

8. Relevance

- The letter should only contain important information.
- Irrelevant information should not be included and avoided in any business communication.

9. Courteous

- The language used in the business letter must be courteous.
- A writer must always use open, friendly, and honest wording in his letter.
- It does not mean that one must use slang and abusive words.
- One must always add the words like please, thank you etc.

10. Neatness

- A business letter must be neatly typed or handwritten. Proper spacing, indention, and use of paragraph should be used.

Outer Quality

The outer quality of a business letter means the quality of its outer appearance.

The outer look of the letter must be catchy and impressive. Some of the outer qualities are

1. Size of the Paper

- The standard size of paper should be used. An A4 paper is the most used paper for writing a business letter.

2. Quality of the Paper

- The quality of the paper used must be good.
- One must use good quality paper for original copy and ordinary copy for the duplicate copy.

3. The Color of the Paper

- Sometimes it is very useful to use the different color of paper for different types of letter.
- The receiver can clearly understand the intention and the purpose of the letter by its color.

4.Folding of Letter

- One must fold the letter properly and uniformly.
- The folding must be done to fit the letter in the envelope

5. Envelope

- The envelope used must be of good quality. Special attention must be given to the size of the envelope for fitting the letter.

Collection Letter

- A collection letter is a written notification to inform a consumer of his due payments
- It is an official message to a borrower
- A collection letter may include reminders, inquiries, warnings or notification of possible legal actions.
- Collection letters are written in a series
- Each successive letter becomes stronger in tone
- However, letters should be written in such a way so as to collect the dues promptly by maintaining relationships with the customers

Characteristics of Collection Letter

- The reason or the objective of writing a collection letter
- Reference of the previous letters (if any)
- Name of the creditor or the company issuing loans
- Name of the lender
- Full debt amount
- Additional costs or terms
- Last deadline for the payment of the debt
- Inquiry about the delay
- In the case of many reminders, one should include a list of possible legal actions in the letter.

Types of Collection Letter

A collection letter is broadly classified into three categories

General Reminders

Inquiry letters

Official /ultimatum collections letters

Reminder Collection Letter

- Written with an assumption that customer has forgotten to make the payment
- General assumptions like money problems or medical issues are made
- Use friendly tone to write it

Inquiry Collection Letter

- Main purpose of this type of letter is to make an inquiry
- The writer inquires about the reasons for the delay of the payments
- The writer shows the keenness to help the customer
- One can give the choice of partial payments here
- It helps to maintain a good relationship with the customer

Appeal collection Letter

- This letter is written when the borrower is not responding to any of the previous reminders
- An aggressive approach is used without being rude
- Fairness needs to be maintained

Ultimatum Collection Letter

- The writer mentions the action which can be taken in case of failure of payment of the loan
- One uses the logical and fair statements
- Various punishments like debarring from further business, legal actions are stated in this letter

Dos and Don'ts

Dos

- Make use of positive appeal in the letter
- Have good knowledge about the collection policies and laws
- The seller should regret that the account of the customer is still unsettled
- Need to be a little flexible , attempt is to be taken to persuade the customer to pay the bill promptly
- Try to build up your goodwill use positive language
- The amount of dues, due date of payment, items of sales etc. should be clearly included in the collection letter
- The seller should send collection letters especially, the last letter of the series through registered with acknowledgments as it helps to avoid unnecessary delay or missing of the letter or denial from the part of the customer.

Don'ts

- Make use of offensive language and degrade the customer
- Harass the debtor
- Start the letter as you doubt the honesty and capacity of the debtor
- Don't indicate the legal action in the first letter only
- Don't forget to mention the reference of the previous letter in the series of collection letter that you send
- Don't forget giving importance to the customer

Bad News Letter

In business writing, a bad-news message is **a letter, memo, or email that conveys negative or unpleasant information**—information that is likely to disappoint, upset, or even anger a reader. It is also called an indirect message or a negative message

Steps to write an effective email sharing bad news

1. Gather facts
2. Review company policies
3. Decide if an email is the best channel
4. Choose the correct tone
5. Share the news at the beginning
6. Give an explanation
7. Don't apologize
8. Offer a resolution

3 Steps Process

- Planning
- Writing
- Completing

Strategies for Bad-News Messages

- Convey the message
- Gain acceptance
- Maintain goodwill
- Promote a good corporate image
- Minimize future correspondence

Audience-Centered Tone

- Avoid “You” attitude

e.g. Message refusing the refund :

“Since you have broken the seal ,state law prohibits us to from returning the product to the stock “

“ State law prohibits us from returning to stock all products with broken seal”

- Use Positive wording
- Respectful language

The Direct Approach

- State the bad news
- Support the message
- Close on a positive note

The Indirect Approach

- Begin with a buffer
- Follow with reasons
- State the bad news
- Close in a positive way

Begin With a Buffer

- Things to do

- Show appreciation
- Pay attention to the tone
- Compliment the reader
- Be empathetic
- Show sincerity

- Things to avoid

- Saying “no”
- A know-it-all tone
- Wordy phrases
- Apologies
- Lengthy buffers

Follow With Reasons

- Cover positive points
- Provide relevant details
- Highlight benefits
- Minimize company policy
- Avoid apologizing

State the Bad News

- De-emphasize the bad news
- Use a conditional statement
- Focus on the positive
- Avoid blunt language

Close With Confidence

- Be sincere
- Stay positive
- Limit future correspondence
- Be confident and optimistic

Types of Bad-News Messages

- Routine requests
- Organizational news
- Employment information

Routine Requests

- Business information
- Invitations and favors

Claims and Adjustments

- Things to employ

- Courtesy and tact
- Indirect approach
- Positive attitude
- Understanding and respect

- Things to avoid

- Accepting blame
- Accusations
- Defamation
- Negative language

Organizational News

- Bad news about products or Bad news about company operations

Indirect approach

1. Open with a buffer statement
2. Explain the situation
3. Break the bad news
4. Redirect or provide alternatives
5. End politely and forward-looking

E.g. :Cadbury chocolates , Maggie

7 steps to deliver bad news to the clients

- **Bad news should never be a surprise**
- Failure to warn a client on a bad news e.g. incomplete work etc. is a sin
- Regular, frequent communication and updates help avoid bad situations ballooning out of control into major disputes
- Give early insight, report regularly and keep your client informed
- Avoid ambiguity

2. Never delay

- Delivering bad news with speed, is critically important.
- Many people sit on bad news, hoping that things will improve

3. Carefully choose your communication method.

always **prepare,**

make copious notes in advance of the communication and gather any facts, figures and contributing factors that caused the failure.

Bad news should always be delivered in the following communication method order of priority:

- **Face to face** – In a face to face meeting you benefit from body language
It is not just how you said something, but also your facial expressions and body posture
- **Video conference**
 - When face to face is not possible opt for video conferencing or skype
 - Take the benefit of body language and facial expression
 - It delivers a much more meaningful discussion that will reassure your client
- **Phone** is the next best option
 - Make sure the environment is right choosing a quiet area where you can hear your client and they can clearly hear you.
 - Be honest, don't shy away from the facts and be direct, but also reassure
- **Email** – This is the final option and should always be avoided if possible

4. Never hide the facts

- Never withhold information out of fear, or to save face.
- It is a natural reaction, however when the hidden facts become public—and they always do – you will look a lot worse than if they were initially disclosed

5. Look for positives. Find positives associated with the bad news.

This could be criticized as spin, however positives give your client hope that the situation can improve.

Be realistic, timely and deliverable

Never fail a client, promising to fix it and then failing again is worse

Perhaps consider presenting the poor delivery in another way;

20 failed implementations always sounds worse than a 2% failure rate

EVEN BETTER,

98% compliance rate

6. Always bring solutions

- Present solutions or an action plan to solve the problems that led to the bad news
- It conveys that problem is being addressed in a problem-solving way
- Bad news without solutions is “**really**” bad news

7. Always follow up and follow through

- After the bad news is delivered and solutions are identified, track any progress made in solving the problems.
- Make an offer of daily updates and feedback on how the solution is working.
- Bad news involves cleaning up a mess.
- After cleaning, let everyone know.

Giving Negative Feedback

Feedback is information that makes a person aware of a particular action or behavior and its impact

Tips to Give Feedback

- Feedback for poor habits
 - Be positive, be private
 - Be gentle but direct
 - Be aware of the side tracks
- When you reach a dead end
 - Use the 2 minute challenge
 - State
 - Wait
 - Remind
 - Ask
 - Agree

Process of Giving Feedback-Burger technique

- Strength : Talk about the strengths of that person
- Discuss the negatives or Areas of Improvement (Deltas)
- Talk about the expectations , corrections & Commitments



Recommendation Letters

- Requested by businesses
 - Be direct
 - State facts
- Requested by individuals
 - Practice diplomacy
 - Consider feelings

Performance Reviews

- Provide feedback
- Review the job description
- Set an action plan

Burger Theory: Always face to face

- Buffer (positive trait)
- What went wrong (negative)
- Areas of improvement /delta

Negative Performance Reviews

- Confront the problem
- Plan the message
- Respect privacy: Be careful of Ccs
- Focus on the problem
- Obtain commitment

Termination Letters

- Express the decision
- Give specific justification
- Minimize negative feelings

Sales letter

- A **sales letter** is a written pitch to attract potential customers to a product or service
- A **sales letter** is a customer correspondence that is similar to a pitch that has a goal of attracting new customers or engaging existing ones

Objectives of Sales Letter

- A sales letter aims at reaching the reader to purchase the product
- Introduction and marketing of new products and services
- To reach potential customers
- Expansion of the market

Advantages of Sales Letters

- A sales letter is less expensive
- Reach a client where a salesman cannot
- Reach a number of clients all at the same time
- Ease of understanding and availability of full details
- More convenient, efficient, and comprehensive

Elements and Format of Sales Letter

Elements of Sales Letter

Headline: Here the writer wants to grab the reader's attention toward the main purpose of the letter.

Introduction: It is the introductory paragraph

- Introduction in the sales letter provides the details of the product or the service
- It also provides the reader with the cost, quality, saving and other related information.

Body:

- Here the writer builds his credibility
- The writers provide with the worth of the product, its difference from other similar products, a list of satisfied customers, terms of contract etc.

Call to Action:

The writer asks for the reader's response and can express the gratitude

It also includes various details like warranty, discount etc.

Heading / Headline
Organization Letterhead

OR

Sender's Name
Name of the Organization
Address

Date

Name of the Client
Address

Greetings / Salutation (i.e., dear, to whomsoever it may concern)

The introductory paragraph (attention seeking paragraph for introduction of service or product).

Second Paragraph (like the limited offer, discounts).

Third Paragraph (contact details).

Closing Salutation

Signature Line

Tips for Writing Sales Letter

- Introduce the ideas in a way that compels the reader to take a positive action
- Introduce yourself and the product well
- Be clear in what you are offering
- Choose your words as per the targeted audience
- Make the first sentence of each paragraph count
- Use relevant statement showing the credibility of the product.
- Use suitable closing sentences.
- Use correct use salutation

- Proper and complete details of the product and availability
- Always ask for attention, build interest, desire, and call of action
- Have a simple and convincing tone
- Avoid creating confusion and uncertainty
- Avoid being clever and funny
- Include your name, signature, and other contact details.
- Do not use fancy words or slangs
- Always revise and edit the letter

The 6 Essential Components of Effective Sales Letters

- The Opening: You need to start off with something that will immediately capture and hold your readers' attention
- The Description or Explanation
- The Motive or Reason Why
- The Proof or Guarantee
- Use the method FAB (Features Advantages Benefits)
- The Close

Types of Sales Letters in Business Writing

- Introductory Sales Letter
- Product Update Sales Letter
- Selling Incentive Sales Letter
- Thank You Sales Letter
- Holiday Celebration Sales Letter
- Invitation Sales Letter
- Lost Customer Sales Letter

Introductory

- This type of letter is written to a customer or a consumer to introduce to the company or a product.
- It also explains how readers will get benefit from the product or the service.
- It must grab people's attention, build their interest and call to action.

Product Update

- As the name suggests, this type of letter is to describe the benefits of new products over older ones.
- Other details like a limited period to purchase and discount can also be included.

Selling Incentive

- It promotes existing products among current customers
- This type of letter must build some excitement among the reader to buy the product

Thank You

- A sender writes this letter to thank the customers to be a part of the business
- It shows the value of the customer
- A brief mention is given on the availability of product for the customer

Holiday Celebration

- This letter gives a chance to offer a product as a gift for customers
- It also shows the discounts and the offers limited to the holiday celebration

Invitation

- It is an invitation to the customers for any celebration
- This helps the customers to feel important.

Lost Customer

- This type of letter is for the customers who have not been too active recently
- It helps the organization to bind with them and offers them good deals

Persuasive letter

Persuasion

Persuasion enables the other person to understand what you are saying, feel what you are feeling, and consequently become motivated to do what is in their best interests

Steps of Persuasion -Verbal

- Gain Rapport
- Ask Questions
- Listen Actively
- Stress Pertinent Benefits
- Work Towards A Decision

Tips for Persuasion

- Provide an understanding attitude
- Create an amiable atmosphere
- Offer compelling evidence
- Provide solutions to meet the needs of others
- Provide an Expert Mind-Set

I will get Persuaded only when I ____ someone

Developing Trust

- People understand why you are doing things
- You are true to your word and honest with yourself and others
- You have people's best interests at heart
- You know what you are doing
- Your methods work and you're successful
- You trust people to be wrong

Tips for Building Trust

- Be yourself and share your experiences
- Show that you are open to ideas from those around you and prepared to give them a try
- Don't pre-judge people or situations
- Tell people how you feel
- Keep to your word; if you say you're going to do something, then do it
- Share relevant information when it's needed

Elements and Techniques of Persuasion

Ethos
Pathos
Logos

- Connect with your audience in an authentic way
- Establish trust and develop credibility
- Understand and align reader's purpose with your own
- Use positive language and tone
- Use rhetoric and repetition
- Give logical reasoning

Brainstorm your ideas.

Make sure it states

- What you want
- Why you want it
- Reasons why it should be granted
- Any arguments against you (devil's advocate)
- Is this really the topic you want?

Getting your ideas down can help you clearly draft your letter and fully understand your position on the topic.

After you have established that, ask yourself:

Why?

List the reasons why you want your audience to do what you want them to do

After you brainstorm reasons, sort them by importance

- 1.Place all the important details into a column
- 2.Place all the less important details in another column.

This step helps you narrow your reasoning so you emphasize the relevant, salient points.

- **Know your purpose**

- Make sure you know exactly what you want or need.
- What are you trying to accomplish?
- What do you want to happen?
- When you are figuring out your purpose, think about any solutions that you can offer

Know your reader

- Analyze and understand your audience to decide how you should frame your letter
- Determine if your reader agrees with you, disagrees with you, or is neutral
- This will help you decide how much weight should be placed on each side of your argument

Try to find a real person to address your letter by knowing the following :

- Who is he/her , and what power does he/she really have to help you?
- How is he/she going to change his mind?
- Will she/he just pass along your complaint?
- How should you address him/her?
- Is she/he in a senior or functionary position?
- Talk to him/her according to his/her position.

- Try to discover what beliefs and biases the reader has about your topic
- What disagreements might arise between you and your reader?
- How can you present a counterargument respectfully?
- Figure out what concerns your reader might have with the topic
- Does the reader have limited funds to distribute?
- Is the reader directly affected by the topic?
- How much time does the reader have to consider your document?
- Think about the kind of evidence your reader will need in your argument to be persuaded.

Research the topic. Effective persuasive letters contain factual evidence and information that supports the position.

- Make sure to consider multiple points-of-view
- Don't just research your side
- Mention the contrary opinion and facts surrounded it
- Use facts, logic, statistics, and anecdotal evidence to support your claim
- Don't write that the other side is wrong
- instead, be respectful as you explain why your position is stronger and deserves to be noticed

Formatting the letter

Use full block formatting. Business letters have a specific format. When done properly, the formatting won't sway your reader one way or another.

However, if done improperly, the formatting will reflect badly on you and your reader may toss it aside.

- Start by using single-spaced, block paragraphs
- Left justify each paragraph; in other words, don't indent the paragraph like you would in prose or an essay.
- Leave a line between each paragraph.
- Use a standard font, typically Times New Roman or Arial, in size 12

left justified

April 17, 2017

Stephen Carol
495 Jaybird Lane
Wilmington, TN 59283

Tennessee Department of Transportation
Attn: Colin Bennigan, Director
100 Municipal Drive
Nashville, TN 49234

Dear Mr. Bennigan,

I am a resident of the neighborhood of Birdsong Hills on the outskirts of Wilmington, near the newly completed extension of Highway 14. I am writing with some concerns my fellow residents and I have regarding the high number of trucks that travel this route.

We have seen a tremendous increase in truck traffic since the newly completed highway opened, and with it there has been an increase in the deterioration of the existing surfaces, presumably due to the weight of the heavy trucks. In addition, the noise of the trucks that travel through the area late at night has become quite a nuisance to area residents. Another concern is the increased potential for exposure to dangerous goods in the event of an accident involving a truck that might be transporting them.

In my opinion, a logical solution to all of these problems would be the establishment of a truck route that would send these vehicles through the more industrial and less populated Highway 79 area. If needed, I can provide testimonials or petitions from fellow residents. Please also let me know if there is any other way in which I can be of assistance. I will call your office in the next two weeks to follow up and see what consideration has been given to this request.

Sincerely,

Stephen Carol
Stephen Carol

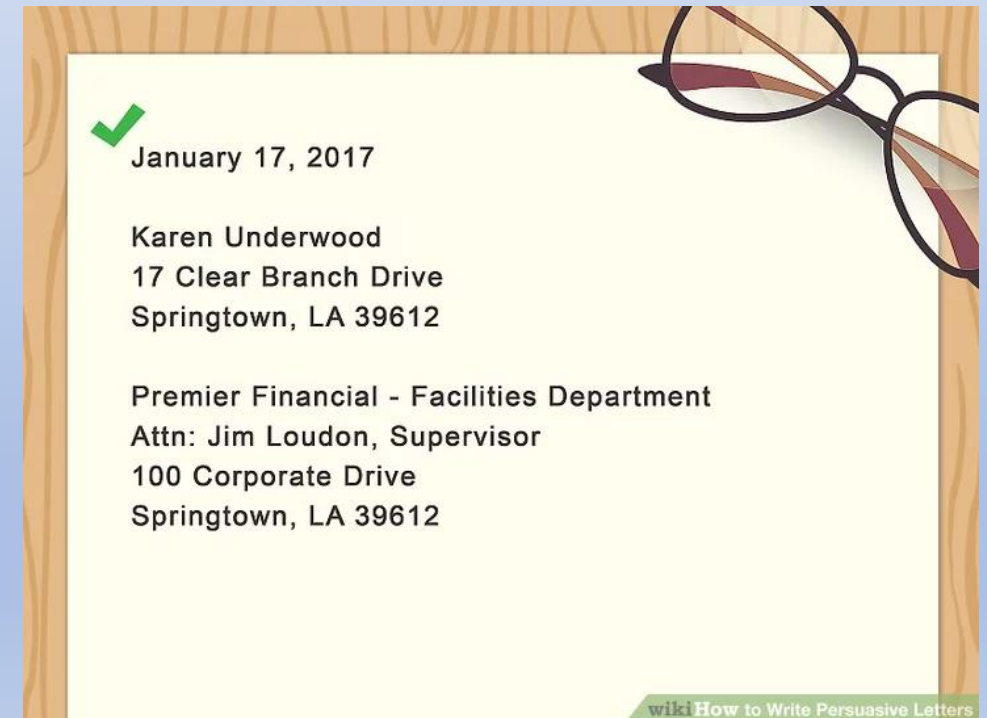
block paragraph

line between
each paragraph

standard
font, 12 pt

Address the letterhead properly.

- Start by typing your address in the top left corner
- Do not put your name - only type the street address, city, state, and zip code.
- You may also include a telephone number and an e-mail, each on separate lines



Cover Letter

1. Carefully review the job posting and research the company's website. ...
2. List your contact information at the top of the document
3. Greet the reader and introduce yourself
4. Explain your skills and achievements relevant to the position
5. Remind them why you're best for the position

Cover Letter

Characteristics of a Cover Letter

- The cover letter is a tool to help introduce yourself in a memorable, personal way during a job application.
- A well crafted cover letter goes over information on your resume and expands this information for the reader,
- Take them on a guided journey of some of your greater career and life achievement
- Its purpose is to elaborate on the information contained in your resume while infusing your personality.
- Unlike a resume, a cover letter lets you introduce yourself to the hiring manager, provide context for your achievements and qualifications, and explain your motivation for joining the company.

What is a Cover Letter?

Your resume is intended to lay out the facts, but your cover letter is meant to convey more personality. The cover letter is your first introduction to the person who may hire you, and its goal should be to make you as memorable possible in a good way.

- That means writing a unique cover letter for every job you apply to
- No templates
- No pre-written nonsense
- The format of your cover letter should also match the company and the industry you're applying to

Successful cover letters have

- **Memorable introduction**
- **Specific, organized examples of relevant work done and problems solved**
- **Concise conclusion with a call to action**

What to Include in Your Cover Letter?

- You shouldn't try to fit your whole career and life into the space of a cover letter.
- Your cover letter should be a careful selection of stories from your career that gives the reader a clear idea of who you are and how you can **add value** to their company.
- Your cover letter needs to provide this information and leave the reader convinced that **you are the right person for the job**
- The Society for Human Resources surveyed organizations on **resumes ,cover letters** and interview and found the top three things that must be included in a cover letter are:

How a candidate's work experience meets job requirements.

How a candidate's **skills** meet job requirements.

Why a candidate **wants to work** at the organization.

Content of Your Cover letter Includes the Following:

- Show how you can solve *specific* problems

Don't tell them about your amazing problem solving skills .

Explain the details of a particular problem you were key in solving and how exactly you employed your skills to solve it.

Better yet, if you know the company has a particular problem you could help solve, outline how you can help solve it.

- Pick an appropriate voice and tone

You should write like yourself, but you should also pick the appropriate voice and tone for the company you're applying to.

- Tone you want to use, may differ greatly, depending on where you apply.
- Researching about the company will help you do it
- For example, the tone of your letter for a legal consulting firm will likely differ from a tech start up.

- **Tell your story**

Telling stories from your experience is a great way to demonstrate your skills and give hiring managers some insight into your work style and personality

When looking for the right stories to tell, always look to the requirements for the position in the job description .

It is also helpful to research the company further online, to get a sense for the company's culture.

Before drafting your cover letter, compare your skills with the requirements for the position

Your anecdote is accomplishing a lot at once—it's demonstrating

- One of your top hard skills
- Lead nurturing
- Showcasing talent
- How you can collaborate with team
- Communicate effectively

Honesty is the only policy Dishonesty isn't in your best interest.

- **Don't sound like everyone else**

Hi, I'm _____. I'm a detail-oriented, multi-tasking, natural born leader and I am perfect for your company."

Hiring managers are going to read the same basic cover letter repeatedly, and you don't want to be the last template email the hiring manager discounts before lunch.

Adding a little word variation helps you stand out against other applicants

Instead of describing yourself as creative, try imaginative. You're inventive, not innovative. You're not determined, you're tenacious. These word variations at least show that you can think beyond what the average applicant is willing to do.

- **End with a call to action**

End your letter with a reason for them to contact you. But don't add remarks like, "I'll call to schedule an interview." This doesn't make you a go-getter, it crosses a boundary.

Instead, let the call to action be polite and open ended, suggesting that you are excited to offer more information and that you're looking forward to talking with them.

- **Proof read your cover letter**

You should make your cover letter unique and show the reader who you are as an individual. You should include experience and skills that relate directly to the job posting.

- **Address the recruiter or hiring manager by name**

Now it's fine to just use "Dear Sir/Madam" or "To Whom It May Concern" when addressing the recruiter.

You may have to make a few phone calls or try several searches before you find the right name, but, the harder they are to find, the less likely other applicants are to do it and the **more impressed they will be with you**

- **Give your cover letter a unique visual format**

A unique visual format for your cover letter can help you stand out from other candidates in a positive way. Just be sure that the unique format you use is appropriate for the company you're applying to and their industry.

What should Not Be Included in a Cover Letter

- Avoid overused phrases

The average cover letter is going to be extremely generic and contain overused expressions such as “Thank you for taking the time to look at my resume” or “I believe that my set of skills make me a great fit for the job.” While none of these lines hurt your chance of getting the job, they certainly don’t help either.

Career coach Angela Copeland says, “stay away from phrases that are known to annoy hiring managers, such as ‘heavy lifting’ or ‘think outside the box’ or ‘game-changer.’”

- Here are some more phrases that make recruiting and hiring managers groan :

“To Whom It May Concern”

“I’m not sure if you know”

“Dynamic”

“Please feel free”

“Significant”

“Self-Starter,” “Detail-Oriented,” and “Forward-Thinker”

“Really, truly, deeply”

- Never include irrelevant information

Never include irrelevant information in your cover letter.

Irrelevant information can confuse or bore the reader, causing them to miss important points in your cover letter.

STAND OUT FROM THE CROWD

Anatomy of a Perfect Cover Letter

1

YOUR NAME

555-212-8533
your-email@gmail.com

2

Dear [Recruiter/Hiring Manager's Name],

3

INTRO PARAGRAPH:

Grab the reader's attention right away with a **unique opening line**. In a few sentences, describe what role you're applying for, why you're interested in the job (**and the company itself**), and what makes you a good fit.

4

BODY PARAGRAPH(S):

List the responsibilities of your position, projects you participated in, skills you acquired, and above all, the **impact that you had**. Feel free to include any accomplishments or awards you received.

5

CLOSING PARAGRAPH:

Re-emphasize why you're interested in the position, why you're passionate about the company, and why you'd make a good fit. In addition, describe how you, if hired, would contribute to the company.

CALL-TO-ACTION:

Prompt the reader to move forward with your application by inviting them to follow up with you, and thank them for reviewing your cover letter.

6

Sincerely,
[Your name]

Sample Cover letter

Dear sir,

Hope this email finds you well.

I am currently looking for employment opportunities and was referred to you by

Please find my resume attached to this email.

I was previously working in community management, customer support & research operations at Wonder (based in NYC with a global network of freelance contractors in over 90 countries - <https://www.askwonder.com>).

I was working-----, with an in-hand salary of ~Rs 15 l p.a. I have over a decade of experience working in diverse sectors from technology to research and have a keen eye for detail.

Please do keep me in mind if you come across any suitable opportunities. I've spent 5 years at Wonder learning from some truly innovative entrepreneurs on the cutting edge of tech. I am currently looking for opportunities that value the learning there and am confident of the value I bring.