

HTKO

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HEI TONY KO

Date
Company
C/O John Doe
Address?

Dear John Doe

First Paragraph: Introduce Yourself

Your first paragraph is the time to introduce yourself by name and mention that you're a graphic designer applying for the specific job the company or individual you're writing to has posted. You'll want to mention how you found out about the job, and this is especially important if you were referred to the job by someone in connection with the company or individual who is hiring for the position. If someone important recommended that you apply for the job, don't forget to mention that in the first paragraph of your cover letter. You'll also want to include a clear and concise sentence that markets you as the ideal candidate for the position. You don't want to start outlining your qualifications just yet. That's for the next paragraph. This paragraph is about letting the person who is hiring know who you are and that you believe you're a great candidate for the position they have available.

Second Paragraph: Highlight Your Experience and Skills

The second paragraph is for highlighting what makes you qualified for the job you're applying for. This includes any relevant graphic design experience you have and the skills that you have that make you stand out above the rest. You'll want to mention any formal training you have as well as areas of graphic design specialization. Graphic designers use a variety of tools to get the job done, such as InDesign, Illustrator, Photoshop, Dreamweaver, and several others. Make sure to mention the ones that you're proficient in.

Third Paragraph: Include a Link to Your Portfolio

This step assumes that you have an online portfolio, and if you don't, an online portfolio is a great way to display your best work because you can quickly give someone a link to your portfolio on the internet. Mention that the person who will be reading your letter can visit the link to take a look at samples in your portfolio. This is a great way to not only tell the potential employer that you're the ideal candidate for the job, but to show them you're a skilled graphic designer as well.

Fourth Paragraph: Ask for an Interview

The closing paragraph is about getting to the next step in the hiring process. After you've mentioned that you're interested in the position and outlined the skills and experiences you have that qualify you for the job, you now want to mention again that you'd love to be considered for the position and request an interview. Give the potential employer the best phone number to call to contact you as well as the best time to contact you if you're not available all the time.

Sincerely,

Hei Tony Ko