

Introductory paragraph

The cover letter is a chance to “speak” to the reader and to convey a personal sense which the resume does not do. In the first paragraph, you need to ask yourself, “Does my letter immediately grab the employer's attention?”

Tips

- Explain why you are writing in a way that will grab the employer's attention
- Name the position or general occupation area for which you are applying.
- If responding to an advertisement, include the name and date of the publication or the name of the website and when you viewed the online job posting.
- If an individual refers you, include the person's name and relationship to you.
- Be sure to discuss positive aspects of the company from your research.

Sample opening sentences

1. Your advertisement in the September 1st issue of *Maui Daily News* is of great interest to me. I feel I have the qualifications necessary to effectively handle the responsibilities of the _____ position with the _____ company.
2. I am writing to you regarding the opening for the position of _____ advertised in the September 1st edition of the *Hilo Tribune Herald*.
3. Please accept this letter and resume as an application for the _____ position you advertised in the September 1st *MidWeek* newspaper. I feel that my education coupled with my experience will make me an asset to your company.
4. You made my day! When I read your job announcement for the _____ position in the September 1st *West Hawaii Today*, I knew that I had found an exciting, challenging opportunity where I could contribute my technical and interpersonal skills.
5. In response to your advertisement in Wednesday's *Garden Island*, I would like to offer my experience and knowledge to fill the vacancy of the _____ position.
6. I am intrigued by the _____ position you are currently advertising in the *Hilo Tribune Herald* and would like to be considered. This position fits well with my experience, skills, and career goals.
7. Our mutual acquaintance, Mia Bonar-Stahl, recently informed me that your company is looking for a Business Merger Consultant and suggested that I submit my credentials for your review.
8. My professor, Dr. Lorrie Johnson, recommended that I contact you to apply for the Graphic Design internship with your company. She believes that I have great potential in this career field and that an internship experience with Drawing4U, Inc. would be mutually beneficial.

9. I believe my former college advisor, Dr. Walette Pascual, spoke to you yesterday regarding my interest in your Management Trainee vacancy. I am confident that my experience and knowledge base make a match for what your company is looking for.

10. It was a pleasure speaking with you earlier this week at the Fall Rotary Club Regional Meeting. As we discussed, I am very interested in the current Employment Manager position available with your company and am submitting my credentials for your review.