

6 Approaches for Writing a Cover Letter

APPROACH	DESCRIPTION
Discussing the Company	Begin the letter with a compliment. Mention your love or personal feeling toward the company or its services. For example, "The energy saving light your company makes is phenomenal. I wish it was mandatory for everyone to use them so that we could all help conserve energy." Discuss the product in the beginning, and follow it by stating what it will do for you.
Mentioning a Name	Mention the name of someone you know who already works for the company. For example, "John Davis informed me that you were looking for a new plant manager. He thought that my experience would be a great match." Most employers like to hire individuals referred by their existing employees. Some companies even offer referral bonuses for employees who refer other people. This is a great advantage to help set you up with an interview.
Asking a Question	Ask the employer a question regarding the company, and explain what you will do for the company to let the employer know what kind of impact you will have on it. For example, "Do you want to make sure that every homeowner in the national market has your energy saving florescent light bulbs? As your marketing specialist, I will be ready to make that happen very quickly."
Conservative	Be direct, to the point, and polite. For example: "I am writing to you regarding the position advertised on Sunday in the Los Angeles Times."
Bragging	Research information about the company before you write the cover letter. This is an impressive technique that shows that you know enough about the company and are truly interested in the position. For example, "Your company is already the # 1 in Incandescent Motion Sensor lights. As your project engineer, I will be ready to introduce the motion florescent lights to the national market." As an employer, the bragging approach is my favorite. It shows that the employee is passionate about my company or product, or that he/she took the time to research information about it and is telling me that I am doing a good job.
Quote	Opening the letter with a quotation is a great eye-catcher, as it shows personality from the start. You can quote an author, public speaker, or national leader.

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