

Figure 15.16 Solicited Cover Letter

Uses personally designed letterhead

Sophia M. Williams

1770 Hawthorne Place, Boulder CO 80304
(303) 492-1244, smwilliams@yahoo.com

May 23, 2018

Mr. Frank L. Lovelace
Director, Human Resources
Del Rio Enterprises
4839 Mountain View Avenue
Denver, CO 82511

Addresses proper person by name and title

Dear Mr. Lovelace:

Identifies job and exact page where ad appeared

Your advertisement for an assistant product manager, appearing May 22 in the employment section of your company website, immediately caught my attention because my education and training closely parallel your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Relates writer's experience to job requirements

Discusses schooling

Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover, my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

Discusses experience

After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 492-1244 to arrange an interview at your convenience so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises.

Refers reader to résumé

Asks for interview and repeats main qualifications

Sincerely

Sophia M. Williams

Sophia M. Williams

Enclosure

Type Enclosure two lines under your typed name if you are enclosing something else with the letter. In this case, you are including your resume.

Line Spacing:

- 3 blank lines after date and before Sincerely, (hit Enter 4 times)
- One blank line between paragraphs
- One blank line before and after salutation
- One blank line before Sincerely,
- HINT: Choose the "Normal" style in Word before beginning so your spacing is not off