

# COMPONENTS OF A COVER LETTER

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1. **Name and Contact Information** – It should look the same as on your resume.
2. **Date** – Always date your letters.
3. **Company Information** – Include the name of the company and address you are applying to.
4. **Regarding** – Include the job title you are applying for a competition number if applicable.
5. **Salutation** – If possible, include the name of the specific person who will be reading the letter.
6. **Opening Paragraph** – *Why are you reaching out? Why are you picking them?*  
State why are you writing in an introduction that is fresh, interesting, and relevant. Mention the position you are interested in and where you heard about the position (mutual friend, internet posting, newspaper, industry magazine, job fair, website, etc.) Describe:
  - Your knowledge of the industry and/or their business
  - Current news article relevant to business
  - Your personal philosophy that fits with the culture
  - A mutual friend or colleague or referral
  - A general statement, a snapshot, about your relevant work or volunteer experience
7. **Paragraph Two** – *Can I do the job?*  
Here you want to highlight your skills as they match to the job posting. You may choose to provide the highlights from your resume in a bullet list. Talk about the employer's needs and list your skills and experience that is most relevant to the job:
  - Detail what you could contribute to the company
  - Write about your soft and hard skills, including your current certificates/training and personal attributes
  - Address specific scheduling availability, and willingness to relocate, if applicable
8. **Paragraph Three** – *Here's why you should pick me.*  
Expand on the bullet list of your highlights to provide more depth. Discuss a relevant uniqueness about yourself.
  - Describe your accomplishments
  - Show how your qualifications could benefit this organization
  - Describe how your training and experience meets their needs
9. **Closing Paragraph** – *Take the initiative and make a point of next contact.*
10. **Signature** – Make sure you sign your letter.

# JANE SMITH

555 Fifth Street, Town, BC

(H) 250-555-5555 | (C) 250-555-5556 | name@email.com

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1. Name and Contact

May 2, 2020

2. Date

Acme Co  
555 Fifth Street  
Town, BC, V1L 1V1

3. Company Info

**Re: Competition #334455 - Sales Representative Position**

4. Regarding

Dear Mrs. Johannsson:

5. Salutation

I am very interested in the Sales Representative position that you have advertised in the *Nelson Daily News*, April 30, 2020.

6. Opening Paragraph

A brief summary of the qualifications that I would bring to your company includes:

- 10 years experience working as a professional Sales Representative
- 7 years senior sales experience
- 2-year Marketing Diploma
- Proven results at expanding a sales territory and ensuring volume growth

7. Paragraph Two

With my excellent communication skills, presentation skills and proven experience, I believe I would be a positive influence in contributing to continued growth at Acme Co.

8. Paragraph Three

I look forward to hearing from you soon. I can be reached at 250-555-5555 or by email at name@email.com

9. Closing Paragraph

Sincerely,

*Jane Smith*

10. Signature

Jane Smith