

Constructing an Introduction Letter

To effectively write a letter of introduction consider following these tips and steps to attract potential employers and organizations to your skills and abilities.

Before you begin writing the letter of introduction know the situation where this type of letter is appropriate:

- Career Fair
- Request and Informational Interview
- Opportunity is **not** posted in job listings
- Proposing a new opportunity

Address the letter to a specific person. Avoid writing To Whom It May Concern as your greeting.

The introduction letter should be approximately 4 paragraphs and it is limited to 1 page. Use business style Block formatting.

Paragraph 1- Introduce yourself and state the purpose you are writing the letter. Ex. *“I was informed by [person’s name and title] that [company] focuses on public relations, my name is [your name] [brief description of self/skills]. I would like [explain what you want the letter to accomplish]”* Ex. *“My name is [your name] I am [brief description of yourself] [explain what you want the letter to accomplish].”*

Paragraph 2- Inform the addressee of your accomplishments, achievements, and/or highlights that are relevant to the purpose of the introduction.

Paragraph 3- Explain how you would like to engage with the company or what you are prepared to do for the company. Describe how your skill/experience are a fit and can be utilized.

Paragraph 4- Closing: Thank the addressee for their time and state what you want to happen next. The reader should know what you want to accomplish from the letter.

A goal of the introduction letter is to make a connection with the addressee.

Ensure you have included your contact information and available times to be contacted.

If a person referred you to the contact mention the person who recommended you in the letter and state how you know the person.

C³: Be **clear**, **concise**, and **confident** throughout the letter.