January 1, 20XX

Mr. John Smith

Director, Talent Acquisition

Company XYZ

12 East 3rd Street

New York, NY, 10001

Dear Mr. Smith:

Paragraph 1 (Introduction) – Clearly state who you are and why you are writing, referring to the specific position. Incorporate research you have done about the company, including individuals with whom you have spoken. Answer “why this company/industry/function.” Pique the reader’s interest, creating a hook that begins to tell the story of why you are qualified and how you can create value for the organization.

Paragraph 2/3 (Body) – In one to two paragraphs, draw the connection between your own skills, experiences and attributes and the requirements of the position. Use specific examples to bring these to life in a compelling way. If you used to work in a different industry/function, state your case for making the switch.

Paragraph 4 (Closing) – Restate your interest and recap what you can do for them. Make a specific ask of the employer (for example, for on-campus recruiting, request an invitation for an interview when they come to campus). Outline your next steps for follow-up. Always thank the reader.

Sincerely,

Jane Student

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