

COVER LETTER OPENING PARAGRAPH

The goal of the opening paragraph is to inform the contact the purpose of your letter. It should entice the contact to read further. Be sure to include the position that you are applying for, your connection with the contact or where you heard about the position, a demonstration of the researched knowledge of the company you possess, and your personal excitement for such an opportunity.

The opening paragraph is not your opportunity to discuss your qualifications and how they relate to the specific position you are applying for. However, a generic cover letter may require you to describe some of your qualifications.

It can be very helpful to have a generic cover letter available. A generic cover letter can be useful at an employment fair or on Internet Job Search sites that enable employer viewing such as the Cardinal Job Network (www.svsu.edu/careers) or CareerBuilder.com.

Example for a specific position:

Please consider this letter as my application to the Financial Planner position within Pacific Financial Corporation. I learned of this opportunity while visiting your company's website. The opportunity to work for a multinational corporation that emphasizes community development and cultivates a team work environment is very exciting.

Example for generic cover letter:

I am interested in obtaining a position as a Financial Planner. I am currently a senior at Saginaw Valley State University and will graduate in May with a Bachelor of Business Administration in Finance. I believe that my strong interpersonal, organizational and teamwork skills will serve me well in the fast-paced and competitive environment of Financial Planning.