**Dear Name,** [Try not to say “To Whom it May Concern”; you can try and find the manager, recruiter or department head’s name by doing a LinkedIn search],

**Opening Paragraph:** Briefly state who you are and why you are applying. You can start by expressing your passion for the role/company/industry, or by outlining your expertise and/or transferrable skills and how they make you an excellent candidate (keep it high level). Check out the company’s website or social sites to get a sense of their culture, values, and mission. Not only can this help inspire you, it will also demonstrate that you’ve done your homework, and understand who they are and what they do.

**Middle Paragraph:** This is where you provide back up. Add details to support why you are a great fit for both the role and the company. It is really important to highlight that you have the skills required for the specific job you are applying for as opposed to generically stating your talents. So, be sure to read the job posting carefully, pick out the unique requirements for the job, and then provide the best example(s) of how you have demonstrated those skills. Also, don’t simply repeat what you have captured in your resume. Lastly, you can add anecdotes about your personality and work ethic that make you uniquely suited for the position, or how you went above and beyond to achieve success. When possible, include numbers or insights that illustrate the positive results of your efforts.

**Final Paragraph:**Show gratitude to the employer by thanking them for their time and consideration as well as re-expressing your interest in the role/company. Keep it short and succinct. Stay professional but don’t be overly formal either (it can sometimes make you seem robotic and impersonal).

**Signature:** End your message with a formal closing, such as *Sincerely, Regards* or *Best regards.* If your closing contains more than one word, capitalize only the first word, as in *Best regards* or *Sincerely yours*. Be sure to also put a comma after your closing. A common error in business communications is the omission of that comma.