

Accompanying the résumé should be a cover letter that catches the reader's attention, provides evidence of your qualifications, and requests an interview (see Exhibit D-3). Like the résumé, the letter should be professionally presented (not handwritten, for instance) and businesslike. It should contain no spelling, grammar, or punctuation errors. It should answer the employer's question, "What's in it for me?" A number of books that can provide help with writing good résumés and cover letters are listed at the end of this appendix.

Exhibit D-3-Sample Cover Letter

James Sharpe

18 Central Park Street, Burr Ridge, IL 60522
(708) 546-XXX

April 11, 200X

Phillip Lessler
Director, Human Resources,
Ardmore & Associates
5602 Industry Plaza
Chicago, IL 60034

Dear Mr. Lessler:

Please accept this letter as application for the Assistant Account Executive position currently available with your company. I will receive a Bachelor of Arts degree in advertising from Syracuse this June.

My experience as an intern with two Chicago advertising agencies has exposed me to numerous facets of the advertising process, include troubleshooting, problem solving, performance improvement projects, and quality assurance. My sales experience has taught me how to communicate with various audiences and taught me anticipate customer needs—characteristics that have prepared me for the world of advertising.

The enclosed résumé summarizes my qualifications. I look forward to scheduling an interview at your convenience. I can begin work in July and look forward to discussing with you ways in which I can help Ardmore & Associates continue its tradition of excellence.

Sincerely,

James Sharpe

James Sharpe