

Month Day, Year

Mr/Ms [Hiring Manager Name]

Title

Company

Address

City, State Zip

Dear Mr/Ms [Last Name] or [Company Name] Hiring Manager:

I am writing to express my strong interest in the **[role]** at **[company]**. I learned about this opportunity...*talk about your networking efforts (i.e. company presentation, trek/site visit, alums or other people you've spoken with). If you mention specific people, make sure that your interactions with them were meaningful. Thus, if the hiring manager asked this individual about you they would know who you are. This paragraph is the place to address the why X company or X industry question. Talk about what interests you about the firm or role, which could be the nature of the work, culture of the firm, opportunities for growth, etc.*

*Paragraph two is all about you and why you make a great candidate for this role. Talk about your background and indicate at a high level what brought you to this point. This is also where you will highlight/tease the skills that you will discuss in detail in the bullets below. The section should lead naturally into the core skills you want to explain. For example: My background at **[former company]**, coupled with the **[fill in the blank]** skills I am strengthening at Kenan-Flagler will allow me to make an immediate impact at **[company]** in several ways:*

- **[skill one]:** *Lead with your strengths, this should be the best/most relevant skill to the role you are applying for. This is based on the job description and conversations with representatives of the firm to indicate what they are looking for. You want to introduce this skill and provide a clear example or two for how you have developed this skill set. Lastly, it should always clearly tie back to why this skill is applicable to the role you are applying for.*
- **[skill two]:** *This is your next most relevant skill set. Provide examples and tie back to the role in question. When providing examples, try to avoid regurgitating facts/accomplishments from your resume. No need to be redundant talking about "I did this which grew revenue X%" Instead build on the accomplishments in your resume and talk about how you have grown through these experiences and what you learned.*
- **[skill three]:** *This formula should be pretty clear at this point; skill + examples + why it matters/is relevant to the job = a good bullet. Just make sure each skill set is well defined and well defended. Odds are by this point that many readers have given up on the cover letter, but regardless you are going to finish strong with one last reason for why you are the perfect fit for this job.*

I believe that my background and skills will allow me to make a meaningful impact at **[company]**. Thank you for your time and consideration. I look forward to the opportunity to *whatever next steps are*.

Sincerely,

[your name]

***This is a template and general thoughts not intended to be replicated verbatim. Keep in mind that all cover letter writing is subjective, thus various readers have their own opinions and expectations. Hopefully this provides a decent starting point. Feel free to contact the BCC with specific questions.**