

## T-Letter Cover Letter Template

### Focuses on Requirements from the Job Posting

Copy your heading from your resume. (Also use the same font as you used on your resume for your cover letter.)

2 Single Spaces

Date

4 Single Spaces

Name of Recipient

Title

Organization

Address

City, State Zip Code

2 Single Spaces

Dear Ms./Mr. Blank:

2 Single Spaces

**Opening paragraph:** Open dynamically, identifying yourself as a strong candidate due to your skill and/or experience that is perfect for the position. Name the position for which you are applying. Tell how you learned of the opening as well as why you are interested in that company. Name-drop if appropriate.

2 Single Spaces

**Second paragraph:** Lead with an overall sentence(s) stating that your skills and/or experience match what they are looking for. Choose 3-5 requirements from the job posting. Be selective and choose the skills or attributes to highlight your experience and that set you apart. \*

- Skill/Attribute/Phrase\*\* from job posting: *Describe your experience that is related.*
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Alternatively, you can create a Word table (with hidden gridlines):

#### Your Requirements

Develop promotional programs and advertising initiatives and post implementation analysis

Develop consumer/brand story for key sales tools in collaboration with trade marketing to help with field execution of marketing plan

Analyze marketplace consumer trends, promotion ideas, packaging, and new product development

#### My Qualifications

At JungleMonkey, I developed and oversaw execution of our advertising and promotions plans. The highlight of the year was a partnership with Pike Place Market merchants and the Seattle News that reached over one million people through live interaction, print, broadcast and trade promotions.

Since September, I have been conducting market research with our primary consumers and am developing recommendations for targeted promotions that distributors can easily implement.

I have organized three focus groups for our new packaging, resulting in adoption of a fresh look. I also manage the data analysis functions that measure the effectiveness of our promotions and advertising in the Pacific Northwest.

2 Single Spaces

**Third paragraph:** Indicate your enthusiasm for the job, the company and how you will provide value to the organization. Make sure your closing ends on a positive note. Be active in voice and grammar. State that you look forward to discussing in person how your experience can contribute to their company. Thank them.

2 Single Spaces

Sincerely,

4 Single Spaces (for handwritten signature if hard copy)

Type your full name  
MBA Candidate, Class of 20XX  
Michael G. Foster School of Business  
University of Washington

Notes for this letter:

\* Consider language such as the following to introduce Paragraph 2:

1) I believe that the following highlights my skills and experience in relation to what you are seeking in a candidate for Position X:

2) My experience as a \_\_\_\_\_ has prepared me to contribute to your company in the following areas:

3) The following selected attributes and experiences qualify me as an ideal candidate for (company name and/or position):

4) My experience in the (field and/or industry) doing \_\_\_\_\_ includes the following qualifications:

\*\* Consider a table, bullets or underlining for your category listings in Paragraph 2.