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Cover letter format to get attention, stimulate desire, and reinforce with reasons.

Language in opener is taken from internal job posting and designed to get **attention**.

Date

[Recipient's Name]
Company Name
Address
City, State, Zip

Dear [specific name of hiring manager]:

I'm ready to leap tall buildings in a single bound. Knowing that you surround yourself with people who care passionately about their work, I'm here to tell you that you would have to look far and wide to find someone as passionate about serving as your regional manager as I am. I know you seek someone who can set priorities at your "problem stores."

Applicant stimulates **interest** by telling how she can meet the need for the employer.

Having proven myself by turning around one of those "problem stores" as a meticulous, detail-oriented organizer with a clear understanding of the big picture and how to prioritize, I am certainly aware of the difficulties, and I have some ideas about how to solve them.

Applicant reinforces with reasons by telling a story of how she met a similar need in the past – thus arousing **desire**.

Because I recently assisted in managing one of the convenience stores in your company's chain, I am well-acquainted with how to prioritize tasks. I oversaw organization of the employee task list. While corporate headquarters provided the basic structure of the task list, I modified it to meet our store's needs. Now, I'd like to do that for all the corporate stores.

I bring the experience of more than 15 years in retail management, where I've made significant, specific strides toward advancing the mission of each organization. I have accomplished this enhancement through the very qualities you seek – intelligence, professionalism, and flexibility – delivered through my confident, unflappable positive attitude. I am recognized as a valuable and unflappable resource for problem-solving and for strategizing the best means to get the job done.

This combination of skills gives me a solid foundation to hit the ground running and make an immediate contribution in a dynamic and fast-paced environment. I am convinced it would be worthwhile for us to meet. I will contact you soon to arrange a meeting. Should you have any questions before that time, please feel free to contact me by phone at 555-555-1076, or by email at r.mireles@email.net.

Applicant requests **action** by suggesting an interview.

Very truly yours,

Regina Mireles

