**Monty the Mountain Lion**

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Date

Dr. Joshua Baker

MCTC President

Mountwest Community & Technical College

1 Mountwest Way

Huntington, WV 25701

Dear Dr. Baker,

In the first paragraph, make an unforgettable introduction. This is known as the “hook”. You must make the reader finish reading the cover letter. If your cover letter is boring, they may not finish it. Begin with a powerful introductory sentence that states what position you are applying for and exhibits your passion for the role and the company. Remember, you only have a few seconds to engage your reader, so avoid generic statements such as “My name is Monty, and I am applying for the position of...” If you have submitted an application, then odds are they already know which position you are applying for and everyone else has more than likely submitted their cover letter in this format so make yours unique and stand out! Mention why you want to work for the company and how your interests align with one another.

In the second paragraph, emphasize how your skills and expertise align seamlessly with the position and organization. Highlight your most significant career or academic achievements, linking them directly to the job requirements. Avoid focusing solely on why you want the job; instead, approach the cover letter from a “marketing perspective.” Demonstrate why you are the ideal solution for the company's needs and use quantitative examples to illustrate your impact whenever possible.

In the last paragraph, include a strong call-to-action for an interview. End the letter on a positive and friendly note, thanking the employer for their consideration. You may also note a follow up call if you haven’t heard anything by a certain date. This shows how interested you are in the position.

Sincerely,

Monty the Mountain Lion