

The days of page-long letters, particularly mailed ones, is long gone. Here's the recipe for cover emails:

FORMAT

- 1 BREVITY**
About 6 lines.
- 2 REFERRAL**
Mention a referral at the beginning of your email. The best reference is someone currently at the target company who has some influence, or at least credibility, with the target person. The next best is an external source who wields influence with your target person.
- 3 CONTEXT**
Tell the person why the referral is sending you to them.
- 4 DIRECTION**
Give a specific example of the job you are seeking. Use a title if you can. You would have already researched the open position at the company or a potential position that might fit the company, so tailor your description to one of these.
- 5 SUMMARY.**
Do a very quick summary (i.e. two lines) of your key expertises or experiences that support your direction and that give you not just value but uniqueness for this position.
- 6 ACTION.**
Propose an action step such as talking over the phone that week.

EXAMPLE

Bob,

I was referred to you by _____. He said your company is
(.....*context such as looking for a new head of marketing or expanding into the Atlanta market.....*) This is exactly the (*position / situation*) I am seeking. I have (.....*quick, 2 line summary of experience, expertise, customers you've worked with, etc...*). Attached is my resume.

Do have time in the next week to talk over the phone?

Thanks,

Tom