

COVER LETTER SAMPLES

Your Name
Your Street Address
City, State, Zip

Date

Employer's Name
Title
Company
Street Address
City, State, Zip

Dear Mr. or Ms. Last Name:

Your opening paragraph should briefly introduce you and your interest in the company. If you are aware of a specific position or opening, refer to it now. This paragraph should also be used to mention the names of individuals you have met from the company (e.g., at the EIS, company event or other networking event), or the individual who directed you to this person. Cite other research that prompted you to write, such as a recent article on the company or a positive networking interaction. The last line in this paragraph should give a summary statement of who you are and why you are a strong fit for the position.

Your middle paragraph (or two) should consist of specific examples from your background that would be of greatest interest to the company and consequently create the "notion of fit." Do not just make broad generalizations about your skill set – any assertions about your skills have to be backed up with specific examples of how/why you have developed those skills. Focus on your skills and accomplishments and how they could contribute to the company, but do not simply restate what is on your resume. Demonstrate that you know about the organization and the industry. If you are a career changer, it is essential to clearly state your transferable skills from previous experience that directly relates to the skills required in the position you are interested in.

Your closing paragraph represents your summation and should outline the key next steps. For example, state that you would like to discuss employment opportunities or other information with the person and that you plan on contacting them on a specific date. If the company has a specific position available, ask for an opportunity to interview. Thank the addressee for his or her time and consideration. Include your telephone and email address in case the cover letter gets separated from your resume.

Sincerely,

(signature)

Your Name
Enclosure(s) (If you send resume or other materials.)

Student Name
123 Riverside Drive
Philadelphia, PA 19103
wstudent@wharton.upenn.edu

Date

Ms. Recruit Mint
Best Company
123 Recruiting Lane
New York, NY 10027

Dear Ms. Mint:

As a first year student at the Wharton School, I would like to be considered for your product development summer internship program. After attending your on campus presentation in October, I became very excited about the exciting career opportunities and dynamic culture at Best Company. I was particularly impressed with Best Company's ability to maintain a small company culture while offering the resources and professional development opportunities of a large conglomerate. Additionally, my conversations with Joe Smith and Susie Queue served only to strengthen my belief that Best Company would be the ideal place for me to leverage my strong analytical and marketing abilities to make a substantial impact in the consumer goods industry.

I believe my strong finance and marketing background, along with my prior consumer goods experience will enable me to be an effective part of Best Company's team. Prior to Wharton, I worked in the consumer goods industry for 5 years, handling export sales and marketing products for a leading beverage firm. As the leader of a 15 person cross functional team tasked with launching the company's first new product in 5 years, I learned a great deal about the importance of creating buy in at all levels of the organization and understanding consumers' needs and preferences. Despite aggressive deadlines and budget constraints, I led the team to successfully launch a \$10 million new product which continues to be one of the top 3 selling beverages in its segment.

In addition, during my MBA training, I have focused on developing my strategic analysis and financial planning competencies, two areas which I know are critical success factors for product managers in Best Company. These skills, along with my prior work experience and passion for new product development, will enable me to significantly contribute to your business.

I would welcome the opportunity to interview with your company when you are on campus on February 4. Please find my resume attached. I look forward to meeting with you soon and want to thank you in advance for your time and consideration.

Sincerely,

Wharton Student

Enclosure: Resume

Student Name
123 Uris Street, Apt 3
New York, NY, 10025

Date

Ms. Recruit Mint
Recruiting Coordinator
Unilever
123 Any Street
Anytown, State, 12345

Dear Ms. Mint:

I am a first-year student at the Wharton School of Business planning on pursuing a career in brand management. While attending your company's presentation on October 4, I was particularly impressed with the entrepreneurial mindset of Unilever brand managers and their emphasis on both the qualitative side of marketing, creativity, and the quantitative side, market research. I believe that my background in consulting and strategic planning, combined with my exposure to marketing and consumer insight would be a strong fit for Unilever. Therefore, I am writing to request an interview for the Brand Management Summer Intern position in the Home and Personal Care business.

Prior to attending Wharton, I acquired a diverse set of marketing, analytical and project management skills. My experience working directly for the Vice President of Market Research and Consumer Insight at Seagram's Spirits and Wine on an ethnic marketing strategy will enable me to immediately grasp consumer marketing and demographic issues facing your products. My role as Manager in Strategic Planning for Seagram's gave me the opportunity to interact with senior management, to work with marketing directors in foreign affiliates and to gain marketing experience with a global perspective. Specifically, I led cross-functional teams in Costa Rica, Venezuela and Mexico to refine marketing strategies for presentation to senior management. In addition, I managed several external agencies in public relations, advertising and events planning for a Captain Morgan awareness campaign which resulted in a 20% increase in brand awareness. I believe that my exposure to senior management and to the tactical side of marketing, combined with the skills I gained as a management consultant – analytical thinking, team leadership and client relationship management- will allow me to make an immediate impact at Unilever.

I believe I possess the essential marketing and management skills to be a successful brand manager at Unilever and would appreciate the opportunity to interview on your closed list on February 8. Thank you for your consideration and I look forward to speaking with you soon.

Regards,

Student Name

Enclosure: Resume

Student Name
123 Arch Street
Philadelphia, PA, 19111

Date

Ms. Jane Doe
Senior Recruiter
Bank 123
456 Wall Street
New York, NY 11111

Dear Ms. Doe:

As a second year MBA student at The Wharton School of Business, I would like to be considered for your XXX position. Through discussions with current employees, including Victor Jones from your XYZ group, I am convinced that Goldman Sachs offers the best platform for a successful career. I have long been interested in the various financial innovations employing fixed income securities. This passion, combined with my strong banking experience this past summer and my very strong analytical and quantitative abilities, makes me a strong fit for your fixed income group.

Over the past summer, I worked as a summer associate at Bank ABC in both equity research and corporate finance. I learned a tremendous amount about the operation of securities business and how to communicate and market one's idea; however, it also made me realize fixed income securities and derivatives are a better fit with my quantitative and analytical approach than equities. Before business school I was trained and worked as a scientist in genetic research, during which I led teams in successful completion of two projects and further developed my communication and leadership skills.

I would very much appreciate the opportunity to interview with your company when you are on campus on February 4th. I look forward to hearing from you. If you have any additional questions, I can be contacted at 215-XXX-XXXX or abc@wharton.upenn.edu.

Thank you for your time and consideration.

Sincerely,

John M. Carter

123 Arch Street
Philadelphia, PA, 19111
XXX-XXX-XXXX
abc@wharton.upenn.edu

Date

Ms. Jane Doe
Senior Recruiter
Bank 123
456 Wall Street
New York, NY 11111

Dear Ms. Doe,

I just graduated from The Wharton School of Business and am extremely interested in pursuing a full time position in Sales and Trading with your firm. I am a highly motivated and outgoing individual, as evidenced by my previous work experience in the investment banking industry, and I am convinced that an opportunity in Sales and Trading would allow me to combine these traits with my analytical, computer and quantitative problem solving skills.

Spending the summer rotating through the trading floor at Bear Stearns allowed me to realize that a trading environment with excitement, challenges and learning opportunities is where I need to be. While an analyst for Electronic Data Systems, I worked with Credit Suisse First Boston and Deutsche Bank traders and their systems. Prior to that, at Donaldson, Lufkin & Jenrette I worked for the debt-trading desk, capital markets group and investment banking group. Through these positions, I gained substantial knowledge of the securities industry and experience in project management and business development. In addition, the demanding time constraints taught me to work well within a team.

In addition, prior to starting at Wharton, I spent four months trading full time for my personal account. With these experiences, I feel that I have substantial exposure to the markets and their trends and will continue to learn how to use them to my advantage.

I have the educational background, academic achievement, practical experience, and passion to be an outstanding member of your team. I hope that you will find me well qualified for this position and I would like to reiterate my strong interest to discuss this opportunity and my qualifications with you further. I will contact you early next week to discuss a mutually convenient time for us to talk and look forward to meeting you soon.

Thank you for your time and consideration; I hope to hear from you soon.

Sincerely,

Your Name goes here

Student Name
1111 Ben Franklin Street
Philadelphia, PA 19XXX
XXX-XXX-XXXX
xxx@wharton.upenn.edu

Date

Ms. Tina Brown
Assistant Vice President
Bank XYZ
999 Wall Street
12th Floor
New York, NY 11111

Dear Ms. Brown:

As a second year MBA student at Wharton School of Business, I am writing to express my interest in the full-time associate position at Bank XYZ in the London office. I am impressed with the opportunities the firm gives its employees to work in diverse teams and to advise clients on cross-border strategic decisions.

Over the summer I served as a Summer Associate in the Real Estate Industry Group of JP Morgan's corporate finance division. On the third week of my internship I was assigned to work on a French acquisition for a major client and was thrust into a field in which I had no prior experience. My rapid understanding of this new area and my solid transaction management, people management and strong analytical skills enabled me to make valuable contributions to the project. The subject matter was fascinating and convinced me to further develop my real estate expertise by attending relevant classes, such as Real Estate Finance and Real Estate Transactions. I am interested in building on my summer experience and building a career in investment banking, particularly in the real estate field.

Should you require additional information, please contact me by phone or via e-mail. I look forward to meeting with you when you are interviewing on campus in October.

Thank you for your time and consideration.

Sincerely,

XXXXXXXXXX

Enclosure

Student Name
123 West 21st Street
Philadelphia, PA 19XXX

Date

Ms. Jane Johnson
Strategic Planning
Company ABC
101 JFK Parkway 5th Floor
Any city, PA 19XXX

Dear Ms. Johnson:

I would like to express my interest in the XXX internship position with the Company ABC's Strategic Planning Group.

I have followed closely the movement of your company, and I have been very impressed. I believe that Company ABC has done a fantastic job leveraging its unique brand and assets into a relationship with the consumer that generates multiple streams of revenue from a single customer, and that it has done extremely well in creating new and profitable business segments for the company. Much of that success I attribute to the Strategic Planning Group, and I would be very excited to use my skills in the development of the next set of strategies that will further strengthen that bond with the customer and that will produce consistent and profitable growth over the coming years.

Prior to Wharton, I honed my team leadership, strategy development, and analysis skills while working at XXX Bank. I managed a project to boost net profits by \$70 million per year by identifying dissatisfied customers and designing solutions to address their concerns. To succeed my team conducted focus groups to understand the reasons for card member complaints, brainstormed on programs to address these issues, created detailed cost-benefit analyses of proposed solutions, and ultimately coordinated the various groups necessary to implement our recommendations. The project required a comprehensive strategic vision, tremendous attention to detail, strong analytical skills, the ability to clearly communicate ideas, and the ability to mobilize groups with different agendas towards a common objective. I believe these skills would allow me to contribute to Company ABC by developing, analyzing, and implementing the next generation of business strategies.

With my penchant for producing tangible results and my enthusiasm for tackling tough issues, I am confident that I can make significant contributions to Company ABC. I hope that you find my background and experience a good fit for your company, and I ask that you include me in your upcoming full-time interview schedule.

I look forward to hearing from you. Thank you for your time and consideration.

Best regards,

Student Name

Steve Stevenson
222 Western Street, Apartment A
Philadelphia, PA 19995
abc@wharton.upenn.edu
215-999-9999 mobile

Date

Mr. Jeff Jefferson
Associate, Investment Banking
ABC Bank
123 Wall Street.
New York, NY 10004

Dear Mr. Jefferson:

I am a first year MBA student at Wharton and am interested in interviewing with ABC Bank for a summer associate position in investment banking. After conducting informational interviews with Eric Erikson, Daniel Danielson, and David Davidson, I am very interested in becoming a part of the successful team at ABC Bank.

Before attending business school, I worked for over four years in acquisitions at Company ABC, the nation's largest health care REIT. My major accomplishments at Company ABC included:

- Closing over 50 transactions totaling \$425 million;
- Analyzing the acquisition of a \$1.5 billion competing health care REIT;
- Preparing and presenting investment committee packages to the board of directors for transaction approvals;
- Leading multiple deal teams simultaneously on numerous transactions; and
- Ascending from analyst to assistant vice president through two promotions.

I am confident that my skills and experience in the real estate industry will enable me to positively contribute to Company ABC. I appreciate your consideration for an on-campus interview with your firm in February. Should you require additional information please contact me at 215-999-9999. Thank you for your time and consideration.

Sincerely,

Steve Stevenson

Steve Stevenson
222 Western Street, Apartment A
Philadelphia, PA 19995
abc@wharton.upenn.edu
215-999-9999 mobile

Date

Mr. Jeff Jefferson
Recruiter
ABC Company
123 Main Street.
New York, NY 10004

Dear Mr. Jefferson:

I am a first-year MBA student at Wharton with a concentration in marketing and prior experience in market development. I recently read about the joint venture ABC Company is doing with XYZ Communications to expand its broadcast presence in the young adult market. I would be very excited to speak with you about how I could contribute to the success of this exciting new partnership.

I believe my background and prior experience will enable me to be an effective part of ABC Company's team. Prior to Wharton, I worked in the European consumer good industry for four years, handling export sales and marketing for a leading Italian beverage firm. My experience working with the primary European and North American markets gave me a range of essential skills, including insight into consumer purchasing behavior, distribution channels, and advertising and media planning. I successfully managed new product launches and campaigns throughout Europe, helping the company expand into new markets. During my MBA training, I focused on developing my strategic analysis and financial/investment planning competencies. I believe that these skills coupled with my passion for media would enable me to significantly contribute to your business.

I would like the opportunity to discuss how my talents could be utilized at Company ABC. I will contact you during the week of February 18 to set up a mutually convenient time for us to talk. Thank you for your consideration and I look forward to speaking with you.

Sincerely,

Steve Stevenson

David Green
P.O. Box 5555
New York, NY 10010
215-XXX-XXXX

Date

Ms. Mary Davison
Vice President
Company XYZ
100 5th Avenue
New York, NY 10101

Dear Ms. Davison:

I am a first-year student at the Wharton School of Business pursuing a career in investment management and I am writing to express my interest in the XYZ position with Company XYZ. Your long-term investment perspective and multiple portfolio counselor system bring a richer perspective to your investments. In addition, your unique research portfolio allows your Research Analysts to directly contribute to your friends' success.

During four years in the management consulting industry, I concentrated on improving distribution and manufacturing activities in my clients' supply chains. The projects I completed taught me the many factors that influence the performance of publicly traded companies and allowed me to hone my client relations skills. Both competencies would serve me well at Company XYZ. My current part-time equity research position at ABC Asset Management is also developing my equity analysis and valuation skill sets. The detailed research I am performing is furthering my knowledge of how to best analyze a company's future prospects.

I am very interested in speaking with you about how I would contribute to the success of Company XYZ. I hope to have the opportunity to meet with you during you on campus interviews on February XX. Thank you for your consideration and I look forward to speaking with you.

Sincerely,

David Green

Enclosure

John Talksalot
155 East 45th Street
New York, NY 10001
xyz@wharton.upenn.edu
917-201-6716

Date

Ms. Natalie Andrews
Human Resources Associate
Consumer Products Company ABC
555 Amsterdam Avenue
Tarrytown, NY 10591

Dear Ms. Andrews:

I am a first-year student at the Wharton School concentrating in marketing. I am writing to request an interview on March 3, 2003, for the Summer Associate Global Brand Management position. After attending your MBA Open House on October 21, 2003, and speaking with your colleagues, John Harvey and Jay Fisher, I believe Consumer Products Company ABC would be an excellent match for my future career in global brand management. My passion for the food sector stems from the early exposure I had by working in my family's food business. I am also excited about contributing my four years of strategic planning and consumer insight to your company.

As Manager of Strategic Planning at MasterCard, I led cross-functional teams that developed and implemented integrated marketing plans and successfully communicated our platinum card's benefits to consumers with maximum impact and efficiency. This role also afforded me the opportunity to interact with senior management from other divisions, work with marketing directors in foreign affiliates and gain marketing experience with a global perspective. I believe that my tactical success in expanding MasterCard's brand name by targeting new consumer segments as well as my success in refining its core market strategies would enable me to make a fine contribution to your team.

Thank you for your consideration, and I look forward to speaking with you soon.

Best regards,

Michael Talksalot

Enclosure

Jacob Jacobson
100 South 22nd Street
Philadelphia, PA 19100
abc@wharton.upenn.edu
Tel: (215) 999-9999

Date

Ms. Karen Smith
Campus Recruiting Manager
ABC Consulting
150 Broadway
New York, NY 10101

Dear Ms. Smith:

I am a first year MBA student at the Wharton School writing to apply for a consulting position in your summer associate program. I am particularly interested in working in the Health Care practice of your New York office. After attending your company presentation and speaking with several consultants from your firm, including John Johnson of the Philadelphia office, I was excited by the opportunity to contribute to ABC Consulting's innovative work in the health care field. Furthermore, I was impressed by the excellent structure of the summer program, and ABC Consulting's strong reputation for focusing on both strategy and implementation.

As a faculty member at University of Pennsylvania Medical School, I led a number of basic science projects in diverse disease areas enjoying the opportunity to create and confirm hypothesis. (EXAMPLE) I also had the opportunity to gain managerial experience by collaborating closely with teams of biomedical researchers and ensuring the team thrived in environments of uncertainty. (EXAMPLE - include sentence here about quant skills and an example of how you used them). My biomedical science training coupled with my strong leadership experiences and extensive quantitative skills will enable me to provide value to ABC Consulting and its clients.

I look forward to speaking with you or your representative when you visit campus in February. In case you require additional information, please feel free to contact me at 215-XXX-XXXX. Thank you very much for your consideration

Sincerely,

Jacob Jacobson

Ms. Susie Stephenson
1955 Sansom Street
Philadelphia, PA 19101

Mr. John Johnson
Company ABC
Corporate Finance

Date

Dear Mr. Johnson:

I am writing to apply for a position as a Summer Financial Associate with Company ABC. As a first-year MBA at the Wharton School, where I am majoring in finance and health care management, I have come to appreciate the unique opportunities provided by Company ABC. After attending your on-campus presentation, I am excited about the finance opportunities at Company ABC. I have been particularly impressed by Company ABC's ability to maintain a small-company culture while building a large conglomerate of consumer products, medical device and pharmaceutical companies.

With over four years of experience in the biopharmaceutical industry, I have not only developed sophisticated analytical skills, but also the leadership capabilities necessary to address the growing financial and strategic concerns facing companies today. Most recently as a Financial Analyst at XYZ Pharmaceuticals, where I provided financial support for two therapeutic areas as well as business development activities, I mobilized my colleagues to offer a struggling business unit better financial support. I implemented more insightful ways to look at value options through financial analyses as well as provided deal support on several out-licensing and co-development opportunities. In addition, my previous work advising biopharmaceutical clients at ABC Consulting enabled me to fine-tune my communication skills.

With my drive, skills, and experience, I am confident that I can make an immediate contribution towards the growth of Company ABC. I look forward to the opportunity to interview with you or your representative when you are on campus in February. Attached please find a copy of my resume. If you have any questions, I can be reached at XXX-XXX-XXXX. Thank you for your time and consideration.

Sincerely,

Susie Stephenson

Date

Mx. XXX XXX
Company X
Address
City, State, Zip

Dear XXXX,

I am writing to apply for an XXX position with Company X's ABC Division. After gaining additional perspective on ABC through my attendance at Company X's information session and conversations with Benjamin Lim and David Kasper, I am convinced that ABC Division would be an ideal environment to further my marketing career pursuits. I am impressed with Company X's marketing training, cutting-edge drug research and ethics-driven culture.

The pharmaceutical sales and marketing strategy insights I gained from health care consulting will enable me to make immediate and lasting contributions to ABC Division's brand management teams. During my tenure at Consulting Firm Y, I assisted executives at Fortune 500 pharmaceutical companies in devising innovative, multi-channel sales and marketing strategies. By leveraging my creativity and analytical skills, I enabled my clients to differentiate themselves from their competition and enhance physician penetration and reach. My strong communication skills will also be valuable in crafting physician messaging and internally sharing information with my Company X teammates. This skill was recognized by upper management at Consulting Firm Y, as I was selected to lead firm-wide training on presentation crafting and storyboarding. Lastly, my initiative in developing a corporate knowledge sharing system at Consulting Firm Y reshaping ABC Pharmaceutical's training and vendor qualification system, and serving on the Wharton MBA Curriculum Advisory Board demonstrate my leadership and involvement in continued enhancement of the environments where I have worked and studied.

I look forward to the opportunity to interview and to continue to learn more about marketing career opportunities at Company X. Should you have any questions regarding my interests or qualifications, please do not hesitate to contact me via e-mail hc@wharton.upenn.edu or at XXX-XXX-XXXX.

Sincerely,

Student Name