

## Handout 4.2

### Writing an Unsolicited Cover Letter

1<sup>st</sup> Floor, Smith Bldg.  
Parsley Street, Zouk Mikyal, **(your address)**  
Lebanon

9 December 2006

Ms. Nora Normal **(Person to whom you are writing the letter)**  
Ten East Shoes  
Zouk Mosbeh, Lebanon

Dear Ms. Normal: **(Salutation)**

Subject: Employment in Shoe Factory **(Subject Line)**  
**(Where did you get the idea? Why are you such a good candidate? SELL YOURSELF in paragraph one)**

Mary Jones, agent for Ten East in the Middle East, informed me that your company is seeking to set up a factory here in Lebanon to serve the entire Middle East. I believe that my education at one of the most progressive English language universities in the Middle East, NDU, and my part-time sales jobs make me an excellent candidate for this position.

**(Emphasize your academic assets, those not really mentioned in the C.V. in paragraph two)**

NDU encourages students to take courses that combine academic work with on the job training. As I am in my final year of Finance, I have already taken courses such as Enl 230 that stresses the practical aspects of the English language in the workplace as well as Enl 223 which emphasizes public speaking. I have also been part of the team that invited leading business people in the community to speak at NDU.

**(Emphasize your ability to work; show you are a good investment in paragraph three)**

As a full-time student, I have been able to hold part-time jobs in the summer which have shown me the value of hard work. My position as Assistant to the Sales Manager in the shoe department at DEF superstore taught me to appreciate the difference between products manufactured with care and those which are meant to last one season. My hard work paid off last summer when the store owner invited me to accompany her to Rome to the world famous Shoe Salon.

**(Offer the opportunity to meet to discuss your credentials in the last paragraph.)**

After you have reviewed my enclosed resumé, I would be happy to meet with you any working day after 4 O'clock to discuss how I would be able to aid Ten East set up a vibrant business in the Middle East.

Sincerely,  
**(Sign here)**  
Terry Slide

### Adapted from:

Ober, Scott. (2006). *Contemporary Business Communication*. 6<sup>th</sup> edition. Houghton Mifflin, USA..