HARRY HLOOM / Sales and Marketing Manager

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Today’s Date

**Heading:**

[Hiring manager’s full name, Hiring manager’s job title]

[Company name]

[Company street address]

[Company city, state and zip code]

**Hloom pro tip:** The company’s complete address needs to be added and that is because cover letters follow the formal business letter format rules, which is used by 90% of industries.

**Greeting:** Dear [Mr./Ms.] [Hiring manager’s last name],
**Hloom pro tip:** In business settings and because the cover letter is in the formal business style, you should address the recipient with the neutral Ms., Mr. and Dr. For example, write: *"Dear Ms. Margot Forent."* You can search online for the name and honorific title. If you don't have a name, you could use: *"Dear Product Team Hiring Manager."* Do not use *"To Whom It May Concern"* and *"Dear Hiring Manager"* as these salutations are old-fashioned and out of date.

**Opening paragraph:** In two to three sentences, clearly state your interest by establishing a personal connection to the company and why you’re applying to the job. **Hloom pro tip:** Grab the hiring manager's attention by showing that you know what the company stands for and share your genuine interest in working with them. You can include the company's values and your interest in their business model, your years of relevant experience and how you found out about the job.

**Body paragraphs:** In two or three body paragraphs, craft your argument for the open job. **Hloom pro tip:** You can start by connecting your relevant professional or educational qualifications to the requirements stated in the job description.

Take a closer look at your accomplishments, go beyond what's written in your resume, and provide strong examples. If you helped a company earn or save money, state the amount and percentage increase. Even specify the number of projects you completed in a given time frame. If you don't have formal work experience, link this new opportunity with a personal project, extracurricular activity (such as volunteer work) or internship.

* You can include bullet points in this section to highlight relevant achievements. If you prefer that style of writing instead, both are acceptable.
* Use quantifiable metrics, when possible, to better present these accomplishments. For example: "*Weekly tested troubleshooting methods, preparing 20+ detailed reports, devising innovative solutions and documenting resolutions for inclusion in the knowledge base for the support of 32-team use."*

**Closing paragraph:**
**Hloom pro tip:** This is where you briefly summarize your claims from the previous paragraphs. Remember to keep the employer’s needs in mind and be concise — two sentences are enough to remind the hiring manager of your value. Also, do not forget to express your gratitude and thank the reader for their time and consideration.

For example: *“I believe that I am a strong candidate for the Junior Engineer role at BART because I excelled in BART’s internship program. Furthermore, because I worked closely with other company departments, I learned more about marketing and customer service, while my interpersonal skills, such as communication and detail orientation, improved. Thank you for your time and consideration.”*

**Sign off:**
[Sincerely/Best/Best regards],

[Your name]

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