



Royal Roads
UNIVERSITY

Attention Grabbers

The first few lines of a cover letter could determine if an employer or hiring manager is going to continue reading your application or not.

Perhaps you have some very specialized interest in their company; perhaps you have been referred by a common contact; or maybe you have done your research and know about an up-and-coming project that fits your skills perfectly. Regardless of what your approach may be, take the opportunity to be memorable from the very beginning.

By using introductions designed to explain the purpose behind your application, you will target your application and hopefully capture the interest of the reader.

Samples:

1. During your visit to Royal Roads University last fall, I had the pleasure of attending your lecture on the “Future of Leadership”. Your discussion on leadership values really resonated with me and has prompted me to contact you regarding potential opportunities on your team.
2. Since you will soon be working on the fall issue of “Rural Life” magazine, I have enclosed my resume and portfolio to demonstrate just how my background in farm equipment sales, and degree in publishing, will contribute to the growth and profitability of your magazine.
3. As I mentioned during my information interview with you this past spring, I will be completing my MBA this month, just in time to offer my support in the launch of your new product line.
4. In recognizing the value of consistent, professional and warm customer service in your business, my extensive background in guest services and proven interpersonal skills are well aligned for the position of Client Services on your team.
5. Thank you for your time to answer my questions during last week’s informational interview. I was very interested to learn that Escape Villages is adding a luxury spa to your Hotel’s extensive list of services. As suggested, I am following up with my resume in regards to potential opportunities in Spa management.