**First Name Last Name**

Lincoln, NE 68508 | Phone | [Email](mailto:hsmith6@unl.edu)

[Insert Date]

Hiring Manager Name

HM Job Title

Company Name

City, State

Dear [Insert First Name],

Remember most cover letters are not read because they are bland and just repeat the information found on someone’s resume so it’s **very important** to start off the first paragraph with a compelling **HOOK**.

Tell a STORY and relate it back to WHY you are interested in this particular role and why you would make a great fit for the role. End with a line that reiterates your interest in joining the [Company] team as the [Position Title].

The second paragraph is all about showcasing **your specific skills and achievements** in the role(s) you have now and ones you’ve had in the recent past. Be sure to include and emphasize how your skills and past achievements would bring value to the [role/Company]. This is a good opportunity to review the job description and understand what qualities they are looking for in this position and connect your stories to them. Use as many relevant keywords from the job description as possible.

Insert your key achievements and discuss the impact they have made on the organization in bullet points (similar to resume bullet points but do not copy and paste from one to the other):

* Insert # of years of experience you have in this field and any exemplary awards or recognition you have received relevant to the position you are applying
* Insert key achievements that highlight your expertise in this field (e.g., Led a team of 5 to implement an industry leading technology system that saved ABC organization $1.5M in human capital expenses)
* Insert key achievement
* Insert key achievement
* Insert key achievement

The last paragraph should end with enthusiasm and sum up why you’d be a great addition to the team. Include your **email address and phone number**, and genuinely thank the hiring manager for his/her time and consideration. For an added touch, include a few lines here that show off your personality and end with a bang!

Thank you,

Your Name Here