

Job Search Correspondence : Letter of Introduction

Sample Letter of Introduction

Karen T. Smith

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Ms. Tracy Johnson
V.P. Human Resources
XYZ Company
355 1st Avenue
New York, NY 55555

Dear Ms. Johnson:

A recent issue of *Business Week* included a very interesting article on XYZ Company describing the excellent customer service you provide. This is an essential component of a successful non-profit organization, so I am writing regarding my interest in a public relations internship with your company.

I am interested in learning more about your work, as well as any anticipated openings on your staff. I have enclosed my resume for your review and my specific qualifications for a position in public relations include:

- Public Relations projects with both Wells Fargo and the Muscular Dystrophy Association
- 2 years of Event Planning experience while a member of the Public Relations Student Society of America (PRSSA) at the University of Iowa
- Work experience as a Sales Associate at a local retail store
- Pursuing a B.A. in Journalism with an emphasis in Public Relations

During the week of March 15, I will be visiting New York City. If your schedule permits, an opportunity to meet to discuss my qualifications and your hiring needs would be greatly appreciated. I will call your office next week to see if such a meeting can be arranged. Thank you for your consideration. I look forward to talking with you.

Sincerely,

Karen T. Smith

Karen T. Smith

Always use the same header as your resume—this provides uniformity between your documents and again places your name in the recruiter’s mind.

The **first paragraph** emphasizes your knowledge of the organization. This is the place to mention **why the company appeals to you** and how their mission and philosophy relate to your values and what you deem important. If you have a specific contact in the industry, don’t be afraid to “name drop.”

An **alternate opening line** might be, “My former supervisor, Mr. John Smith, thinks very highly of the XYZ Company and recommended that I contact you regarding a possible position in Public Relations.”

The **middle paragraph** is a **BRIEF summary of your qualifications AS THEY APPLY TO THIS PARTICULAR COMPANY**. Highlight related experiences that showcase your skills and knowledge.

The **final paragraph** summarizes your next steps - when and how will you follow up with the reader? Make your intentions very clear. A visit is not always necessary, but some type of personal contact is recommended. A phone call, rather than an email, should be suggested if a meeting cannot be arranged.