

Dear Mr. Smith,

Introduce yourself and drop any connections you might have. Mention anyone from the company you've talked with. Maybe you attended a specific event if you're dealing with a museum or gallery. Details set you apart as a human, not a bot. Close the paragraph by announcing your interest in the job position.

Acknowledge the key job qualifications and how you meet them.

Describe how you can meet those qualifications in a unique way. Try to focus on one specific, defining characteristic you bring to the table. This can either be a personality trait or a secondary skill. Reference the formula in the course module.

Include a very short anecdote and/or results from a past project that illustrates how your unique characteristic will benefit the company. Your approach will depend on the role you're applying for. For example, if you want to emphasize customer service, then go with an anecdote. If you want to emphasize your effective email campaigns, then go with results.

Your Signoff. Keep your cover letter to a page.