

POORLY PREPARED COVER LETTER

Helen should include all her contact information and a professional e-mail, as well as that of the company.

Helen does not correctly identify the position title.

Include the recipient's address.

daydreamer@hotmail.com

March 24, 2019

To whom it may concern:

Proofread for errors.

I'm writing to apply for the Intern position at your magazine, as advertised on the University of Toronto Career Centre jobs board. I have a strong interest in your industry and would like to gain the experience this position offers. The following are some of my key skills and experiences.

I am studying at the University of Toronto Mississauga, currently in third year. Besides my work experience at Urban Planet, where I am a top performer, I have also volunteered at the Medium (our campus newspaper). My area is the culture scene on campus. I am responsible for interviewing people involved in cultural events on campus and providing copy to my editor.

From my work at the MP's office, I have developed a real interest in this area, increasing my understanding of local issues and the complexity surrounding them.

With my writing experience, interest in cultural affairs and city issues, I think I would be a great candidate for this position. The position offers a great opportunity to learn from experienced professionals and I know that I would be successful. I look forward to speaking to you in an interview.

Yours truly,
Helen Imagins

"Yours truly" is used in personal correspondence, not for business. A better option is 'sincerely.'

The opening paragraph needs to capture the employer's attention, especially when applying for a writing position. This opening is used by many applicants so it has become,

Helen doesn't lead with her most relevant experience. She gives some details as to her skills, but the style is more of a list. She doesn't give specific examples to back up her statements, nor does she link them to the position.

The final paragraph is the opportunity to sum up your qualifications and related them to the position or conclude why you are a good fit for the position. Helen does the first, but not the second.