

Sample: Prospecting Letter #1

25 E. Cassily St
Springfield, OH 45504

December 10, 2002

Mr. Joseph Smith
Industrial Relations Manager
ABC Manufacturing Company
1906 Michigan Avenue
Chicago, IL 60604

Explains why you are writing and how you learned about the opportunity.

Dear Mr. Smith:

Since your company is not scheduled to recruit at Wittenberg University this year, the Career Center Director suggested that I write to you directly about employment opportunities. Your company's record of positive relations with labor unions and its commitment to environmental issues is very impressive.

I will be graduating this Spring with a B.A. degree in Management and am interested in joining a manufacturing company. My work experience includes two summers as a laborer and an internship as a personnel aid with Ohio's Department of Administrative Services.

This paragraph summarizes your qualifications

Points to your achievements and why you are interested in the company/organization

Enclosed is a resumé summarizing my qualifications. My college training and work experience stimulated a career interest in helping management and labor to work more effectively with one another. My professors and employers have told me that I have a natural talent for this type of work, and this was demonstrated by the A average achieved in my industrial relations course.

I plan to be in Chicago from January 6th to 10th. If this is a good time for you, it would be great to have the opportunity to meet with you to examine more specifically how my interests and experience might be beneficial to your company. I will call your office within the next week so we can discuss the possibility of meeting.

Be assertive and indicate your desire to interview. Indicate how you will follow-up with the organization

Sincerely,

Bruce R. Bates
(812) 555-4528

Enc.

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You should follow up on this letter within 48 hours, before it gets lost in a stack of papers or delegated for a form letter response. It may take a few calls to get through to the contact to schedule an appointment. Don't give up if you really think this person can help you. If it turns out that they are unavailable to assist you, ask them to recommend someone who can.