Haskayne Business Student
2500 University Drive NW
Calgary, AB T2N 1N4

September 1, 2012

Company Name
123 Anywhere Street SW
City, Province and Postal Code

RE: Business Analyst Application (Company Job Number)

Begin with a powerful statement about where you can add value. Many students will use the first sentence to explain the position they are applying for, but this is not necessary if you have already shown it in the subject line above. Mention your degree and concentration (e.g. Bachelor of Commerce with a concentration in Business Process Management) and when you are available to begin working. Express your desire to work for their company and demonstrate some knowledge of their business. You will make a great impression if you are able to explain why you are interested in working for them in a meaningful way. Recruiters often use the cover letter as an assessment tool for communication skills and attention to detail so it must be tailored to their present opportunity.

The second and third paragraphs need to focus on what you can do for the company, not what you want from them. It is powerful to show them that you understand the position and what is required which can help when your resume is not very strong. Identify the most important requirements for the desired position and provide them with strong and relevant evidence that you can perform in the role. If you are using “I” to start most of your sentences that is an indication that you may be focusing more on your perspective than on the company’s needs. Review your examples to ensure that you have avoided using words such as valuable, excellent, various and numerous. Replace these opinions and generalizations with concrete facts that show the actions you have taken and the results you have achieved.

For the closing paragraph, restate your interest in the position and indicate that you are looking forward to discussing the opportunity further. This would be the place to include information that has been requested in the posting such as preferred locations, salary expectations, or willingness to travel. If you will be temporarily away from Calgary, indicate the dates you will be gone and the best way for them to contact you.

Sincerely,

Haskayne Business Student

One page maximum in length and ensure content appears balanced on the page. Use only left justification.