**[Date]**

**[Company Name]**

Experienced and passionate **[insert title, if applicable]** applying for **[insert name of position]**

Dear **[insert hiring manager’s title and last name or their first name]**,

I found your advertisement for the **[insert position title**] and am very interested in the position. My experience in **[insert the relevant field or sector]** and ability to **[insert #1 skill]** and **[insert #2 skill]** make me the perfect candidate for the job. I know my skillset and industry knowledge will be invaluable to **[insert name of the company/organization].**

I am most impressed by **[insert notable milestones or characteristics you appreciate about the company/institution]** and have some great ideas of my own to contribute. When I worked on **[mention a successful project/initiative you were involved in]**, we managed to **[insert the result(s) of the project]**. I believe your **[insert a project or company initiative you are especially interested in]** will make waves in the industry and I’d feel privileged to be a part of such an innovative team.

In my role as **[insert position]**, I achieved **[insert accomplishment(s) and strengthen it with a percentage, if possible]**, which improved **[mention the effect this accomplishment had on the organization or company in question]**. Most recently I attended **[insert relevant workshops/courses/training you’ve completed]** that helped me sharpen my **[insert key skills or valuable attributes]**.

I have attached my resume and **[mention any other documents that were requested, if applicable]**. If you like my ideas, I have many more I’d like to discuss with you.

Sincerely,

**[Insert full name]**

**[NB: Please delete the ‘Persuasive Cover Letter Template’ heading in red at the top of this page, and the footer below before submitting your cover letter!]**