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James Monroe  
Massachusetts Publishing  
22 Main Street  
Boston, MA 00000

Dear Mr. Monroe,

I am applying for the advertising copywriter position I saw listed on your website. Mary Boggs, in your marketing department, suggested I apply.

While working towards my Journalism degree at the University of Maryland, my professors said I had a flair for writing effective advertising. Working at two vastly different advertising agencies and an in-house marketing department over the last 15 years has allowed me to write a broad range of advertising copy. I have also had excellent mentors who have helped me hone my craft.

The many writers in my family cringed when I informed them that I wanted to write advertising. As my career has progressed, however, they admit I made the right choice for me. I love to work at copy until the words speak the message perfectly to the potential buyer. My many successful campaigns confirm what my professors believed.

You are looking for someone to write for many different clients. Each of the three positions I have held required different writing approaches for a broad variety of clients. My ability to do the research and get the details right will help Massachusetts Publishing keep clients happy.

You need a talented writer with broad experience. Look at the variety of clients listed under each job on my resume. I have also listed some specific accomplishments there. Contact me for a list of professional and personal references.

Sincerely,

Karen Smith