

**Example 1**  
**"T-Letter" Cover Letter Example**

PRESIDENT  
Kitchenware and Housewares Manufacturer

Nationally known company (\$35 mm sales) seeks dynamic professional with proven record in top level corporate management to bring sales to \$100 mm level within 5 years. Experience must include background in hard goods, product development, production, advertising and promotion and market planning. MBA preferred but not essential. East Coast location. Generous compensation package. Send resume or brief letter to:  
**Box 200TS, The Wall Street Journal**

***The following letter would be in response to the ad above:***

As a senior executive in the housewares industry, I believe the key to staying competitive with the industry is to hire creative and profitability driven managers. Your advertisement in the Wall Street Journal seems to parallel your required characteristics and my qualifications.

YOUR REQUIREMENTS

- Dynamic professional with top level management experience
- Proven Record
- Experience in financial administration
- Sales Management
- Consumer Hard Goods
- Product Development
- MBA

MY BACKGROUND

- Former President of \$100M division of corporate giant. Member operations committees of two companies. Board Chairman of two subsidiaries.
- Built sales from \$15M to \$100M in three years by internal growth and acquisition.
- Total P&L responsibility for six enterprises comprising the division.
- Former VP Marketing for \$400M corporation.
- Experience in major housewares.
- Successfully developed and introduced new food product for consumer market.
- Graduate of Harvard Business School.

There are other areas of accomplishment in my background that should be of interest to you. I look forward to a personal meeting at which I might discuss them with you.

Sincerely,