

Cover Letter Template - "Cold Calling" Cover Letter

This cover letter template has been designed to help you target a business or company directly in order to ask about working for them. This approach is often called "cold calling".

The benefit of cold calling is that it lets you tap into the "hidden job market". Some reports indicate that there are more jobs to be found in the hidden job market than there are in listings of advertised jobs.

Cold calling also has the advantage of demonstrating your independence and enthusiasm. Even if there is no work currently available, potential employers may keep your application on file and approach you at a later date when work does become available.

Key points of a cold calling cover letter are that it:

- Introduces you
- Explains why you're writing to the business
- Shows you've taken the time to research the business
- Links this research to your own experience, values, interests or goals
- Finishes by inviting the business to contact you and indicating that you will follow up your letter with direct contact (note that if you say you're going to contact them, you *must* do so)

In addition, a good cover letter should always include:

- Your name, email address and phone number at the top of the page on the right
- The name of the business and the contact person's full name on the left
- The date you wrote the letter on the right
- A reference line (e.g., "Re: General application for positions within your organisation")
- An address to the reader directly (e.g., "Dear Mr. Moyle" - don't use "To whom it may concern")

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RE: General application for available positions within your organisation

Dear Mr. Moyle,

As a recent Bachelor of Information Technology (Networking) graduate, I would like to enquire about positions available within your organisation and provide you with my details for your records.

I have had a strong interest in IT since a young age. I have always enjoyed the challenge of being able to identify faults and work to resolve them. Encouraged by this passion I have recently graduated as a Bachelor of Information Technology with a major in Networking.

While studying I worked as a provider of casual support for IT-related issues on a referral basis. I also worked part-time at Drew Smith Electronics. A technically competent individual, I have a passion for all things technological and a desire to establish a career as an IT professional.

I have been recognised for my high level of motivation and my strong communication skills. I am able to adapt my communication style to reflect the needs of any audience. I have a high level of problem-solving skills and a willingness to focus on my ongoing professional development.

I understand that, as a graduate, I have a lot to learn about working within an organisation. I would like to start in an entry-level position that would allow me to be mentored in my professional development.

I am interested in your organisation's reputation as a leader in the provision of data centre management services. My research into your organisation has shown me that you work closely with a range of clients to manage their data centre needs through outsourced service agreements.

I believe that the opportunity to work in different environments and with different technologies will help me develop skills your organisation can use to meet the changing needs and demands of your clients.

Your reputation for quality support and for being an employer of choice shows that you have an understanding of the needs of your clients as well as your employees. I would appreciate the opportunity to meet with you in order to introduce myself and discuss any suitable positions that may be available.

I enclose my resume for your consideration. I will follow up this enquiry in the coming weeks, but I would be grateful if you were to contact me in the meantime should you know of a position that you think is suitable. I can be contacted at all times on the details provided above.

Thanking you in advance for your time,

Joanne Tint