

ADAMS STATE UNIVERSITY CAREER SERVICES  
GUIDE TO BUSINESS CORRESPONDENCE

**What is Business Correspondence?**

Any written interaction you have with a potential employer, whether electronic, printed, or hand-written, is an opportunity for you to make a positive or negative impression. This is also your chance to express your interest in a position or organization, offer the employer insight into who you are and what you have to offer, and to impress the employer with your communication skills. It is highly recommended that you emphasize your interest and enthusiasm, focusing on what you have to offer, and what the employer has to offer you.

There are a variety of methods of correspondence with potential employers, but here are some of the most common documents you may use:

1. Cover Letter
2. Thank You Letter
3. Approach Letter
4. Career Fair or Contact Follow Up
5. References

While the specific rules for each document and each circumstance may change, here are some general guidelines to keep in mind:

- An email message is not a good substitute for business correspondence. If you are sending electronic documents, attach them to the email, and refer to them in a brief message.
- Limit all of your correspondence to one page each (resumes excluded).
- Use good quality paper, ideally matching your resume paper.
- Use spell check, but don't rely on it. Have others proofread your documents.
- Don't send out generic letters. Personalize them by doing your research of the position, the company, and the industry.
- Allow your personality to come through, but keep it formal (no exclamation points or overly flowery language).
- Keep copies of all correspondence you have sent and received for each job opening.
- Use the correct name and title of the person you're contacting. If you don't know, check out the website, or call a secretary or Human Resources to get the specific name.
- When addressing your contact, use Dr., Mr., or Ms., but never Mrs. or Miss.

## Cover Letter Template

Your Address  
City, State Zip  
Phone  
Email

Date

Name of Contact  
Title of Contact  
Organization Name  
Street Address  
City, State Zip

Dar Mr./Ms./Dr. (Last name):

**Opening Paragraph:** State why you are writing, including the name of the position and organization. If you were referred by a specific person, mention their name. Briefly tell the employer why you are interested in this position.

**Middle paragraph(s):** Explain the skills, traits, and experiences you have that will make you successful in this position. You do not need to repeat what is already on your resume, but you can expand on areas that are of interest to the employer. This is also your opportunity to show that you have done some research on the organization, and that you understand what it takes to work for them. Your tone should be enthusiastic, and it should become clear why you are such a good fit for the position and organization.

**Closing Paragraph:** Let the employer know that you would like to set up an interview. You may want to give them your phone number and email address again. You can also mention that if you don't hear from them within several weeks, you will call them to follow up to this letter. This is also the place to explain anything alarming or out of the ordinary from your application or resume. Finish by thanking them for their time, and letting them know you look forward to hearing from them.

Sincerely,

*Your Signature*

Your typed name

## Cover Letter Sample

1234 Main Street  
Alamosa, CO 81101  
[msmith@yahoo.com](mailto:msmith@yahoo.com)  
719-580-0088

24 August 2019

Consuelo Contreras, Hotline Coordinator  
Tu Casa, Inc.  
P.O. Box 473  
Alamosa, CO 81101

Dear Ms. Contreras,

I am writing to apply for the position of hotline staff member at Tu Casa, Inc. I saw the advertisement on your website, and I am very excited about the prospect of working with your organization.

I have recently earned my B.A. degree in sociology with an emphasis in social welfare. My academic knowledge in this area is strengthened by my internship experience as a hotline volunteer at Tu Casa, Inc. During the spring semester, I contributed 120 hours staffing the hotline, and I became intimately familiar with Tu Casa's mission. I felt honored to be a part of a team working to support victims of violence. Working as a hotline staff member would allow me to further develop and contribute my unique skills.

I look forward to the opportunity to meet with you to discuss my qualifications. I have included my resume for your review. I can be reached at [msmith@yahoo.com](mailto:msmith@yahoo.com) or 719-580-0088. Thank you for your time and consideration.

Sincerely,



Madeline Smith

## Cover Letter Sample

123 State St.  
Alamosa, CO 81101  
(719) 588-5555  
sanchezee@grizzlies.adams.edu

August 16, 2019

Mr. Tom Collins  
Director of Marketing  
National Bank, Inc.  
99 Park Avenue  
Colorado Springs, CO 80001

Dear Mr. Collins:

I have recently learned of the Marketing Assistant position available at National Bank, and I am very interested in applying. I have heard many positive things about National Bank's Marketing Department, and am very excited about the possibility of contributing my skills. I believe that my solid educational background, along with experience in two different marketing departments, would be a great asset to your organization.

As a recent graduate of Adams State University's Marketing department, I believe that my education has prepared me well for a job at National Bank. I have learned the latest marketing principles, and also participated in many group projects that have prepared me well to work in the field. I also worked as an intern in the marketing department of Vail Resorts, where I was able to work closely with the staff on a variety of projects, including a multi-million dollar advertising campaign. While in school, I balanced my full-time course-load with a part-time job as a teller at Sunflower Banks, and was able to maintain a 3.64 GPA. I believe that my work ethic and ability to synthesize new information into unique marketing concepts would enable me to immediately contribute to your department.

I would like the opportunity to meet with you to discuss the Marketing Assistant position and how I may be an outstanding candidate for National Bank. I have included my resume for your review, and I look forward to hearing from you. You can reach me at (719) 588-5555 or sanchezee@grizzlies.adams.edu. Thank you very much for your time and consideration.

Sincerely,

*Your Signature*

Edward Sanchez

## Thank You Letter Template

Your Address

City, State Zip

Phone

Email

Date

Name of Contact

Title of Contact

Organization Name

Street Address

City, State Zip

Dear Mr./Ms./Dr. (Last Name):

Remind the interviewer of the position for which you interviewed, as well as the date and place of the interview. Thank them for the opportunity, and hit on one key point you recall, focusing on either your strengths or theirs'.

Confirm your interest in the opening and the organization. Highlight your most relevant qualifications, and remind them of what you thought went well in the interview. Focus on how you can contribute to their organization, and be confident. If travel, relocation, or a similar subject was stressed during the interview, be sure to confirm your willingness to start the job. This is also the place to include any critical information that you did not get to share during the interview.

If appropriate, close with a suggestion for further action, such as a desire to have additional interviews at a time and place of the employers' convenience. If they have asked for references, mention that you have included them. Thank the organization again, and let them know you look forward to hearing from them.

Sincerely/Thank you,

*Your Signature*

Type your name

### **Guidelines**

- A hand-written thank you note is best, provided that your handwriting is legible.
- If you are sending a hand-written note, use a professional, simple thank you card (these are generally blank on the inside).
- If you are sending other documents, include the card in a large flat envelope.

## Approach Letter Sample

654 Dalton Pl.  
Pueblo, CO 81022  
(719) 937-8888  
[nsmith88@gmail.com](mailto:nsmith88@gmail.com)

April 7, 2019

Ms. Teresa Taylor  
Director of Marketing  
National Bank, Inc.  
99 Park Avenue  
Colorado Springs, CO 80001

Dear Ms. Taylor:

I am in the process of learning more about the field of marketing, and Dr. Tony Watanabe encouraged me to contact you. He said you have a great perspective on marketing as a whole, as well as insight into working at National Bank.

I am a 2011 graduate of Adams State University, having majored in Marketing, with a minor in English. I am very interested in this career, hoping to someday work for a major corporate advertising department, and am currently expanding my knowledge about the opportunities available. However, my understanding of all of the options within the field is somewhat limited, and I would truly value your opinions and suggestions.

Perhaps we could meet for 30 minutes sometime during the next two weeks to discuss my career plans. I have several questions which I believe you could help clarify. I will call your office on Wednesday, April 20th to schedule a meeting time. I look forward to speaking with you.

Sincerely,

*Signature*

Nancy Smith