

Sample Prospecting Letter

3427 O Street
Washington, DC 20057
September 1, 2006

Mr. Tony Gardino
Human Resources Manager
Greystone Worldwide
1275 Madison Avenue
New York, NY 10034

Dear Mr. Gardino:

I have visited Greystone Worldwide's website and am interested in learning about possible full-time employment opportunities in your marketing and accounts management department. Marketing and accounts management requires a unique combination of communication, analytical, and creative skills that link the many aspects of marketing. I believe my skills and experience will fit well with Greystone Worldwide.

I am a Marketing major at Georgetown University and will be graduating in May 2007. I wish to apply my marketing skills in the marketing/account management world. While at Georgetown, I was a member of the Student Program Board and assisted in planning activities for the campus community. I was responsible for marketing events and served with a team to create eye-catching flyers and special gimmicks in order to communicate with the students. During my time with the *Georgetown Voice* student paper, I increased the number of advertisers by 10% and increased revenues by 25%. In addition, the marketing and business courses I completed at Georgetown taught me many of the skills, such as accounting and writing, that are beneficial for marketing and account managers. My experience working as part of a team in intramural sports teams is also an asset for this position, since account managers are often called to unite the different departments of the agency in order to produce an effective campaign.

My resume is enclosed for your further consideration. I will call you within the next two weeks to confirm that you have received my resume and to discuss employment possibilities. In the meantime, if you have any questions, you may call me at (202) 555-3390 or email me at daramanish@mail.com. Thank for your time and consideration.

Sincerely,

Dara Manishor

Enclosure