

Use one page with 3-6 paragraphs. Keep paragraphs short and simple.

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Use headed paper of the highest affordable quality.

Mr Peter Lo (MD)
 XYZ Design
 24 Lockhart Road
 Wanchai, Hong Kong

Use the full name and title of the person responsible for recruiting.

2nd May 2003

Be specific about the job you want. Save space in the bulk of the text

Reference: 'Talented Creative Director'

Dear Mr LO,

Use the formal form of address: Mr, Ms, Mrs, Dr or Prof, followed by the family name.

Attract attention with a compelling opening statement.

I treat any position as if it were my own business, focusing on both creativity and profitability. I know this approach will ensure my success as a creative director with XYZ.

My past success includes driving the international growth of BB design. I built relationships with regional design partners and anticipated our client's global needs. Creative revenue increased by 46 percent in 18 months. As a result, BB design has become the number one choice for marketing international FMCG brands.

Outline relevant achievements

By focusing on your key client needs, creating a strong vision and being ruthless over costs, believe that can I achieve similar results for you.

Focus on what you can achieve for the employer

In addition I have also:

Use strong, action-oriented words.

Built key account relationships with leading international corporations within the FMCG, luxury goods and cosmetics industries.
 Developed cutting-edge marketing concepts, which were recognised at the 2001 and 2002 Asian Marketing Awards.
 Implemented cost controls for the Creative Design divisions of BB Design, achieving a 30 percent decrease in expenditure over the past year.
 Managed large creative teams.

Match your skills against the needs of the job and illustrate with achievements

Positive upbeat language

I would be delighted to meet with you to discuss in depth the value I would add to your business and look forward to meeting you at an interview.

Close with confidence and an expectation of an interview

Yours sincerely,

Use a professional, complementary closing statement.
 'Sincerely yours' and 'sincerely' are more acceptable to recipients using American influenced English.
 If in doubt, use "Yours sincerely"

James Wong

Contributed by: