

(Name)
(Street)
(City), (State) (Zip)

January 2, 2014

To Whom It May Concern:

I have always wanted to be a part of something great. It's why I've mentored young people, led mission trips to Mexico, and run a marathon, although it doesn't explain my lifelong support of the New York Mets. While I haven't achieved a level of greatness that I am satisfied with in my own life, it is something I strive for everyday, not because it makes me feel good, but for another reason:

It transforms the world.

There is a lot of good in our world today, but unfortunately "good" is a problem.

Good is safe.

Good is boring.

Nobody gets excited about good.

People want to be a part of greatness. They flock to it, pay big money for it, and stand in line for hours just to say they were present for a mere second of greatness in action.

(Company name) is great.

Providing award-winning marketing for its clients and with a culture that recognizes its people as its greatest asset, it is no wonder why (Company name) is known as one of the best places to work in Phoenix.

I want to work for (Company name) as its (position applying for). Here are three reasons why I would be great for this position:

1. **Passion.** I love to write, create, and strategize, and few things get me as excited as solving a problem. For me, there is something special about being a part of someone else's dream, and I would greatly enjoy helping each client grow theirs.
2. **Experience.** I am an experienced writer, blogger, and social media user. I also bring to (Company name) a background in building strong community and public relations.
3. **Leadership.** When I set out to run a marathon, I knew I wouldn't be able to finish 26.2 miles on day one. The finish line was my dream. It was my vision, but it could only be achieved by taking the necessary steps each and every day to train my body. I bring the same approach to my work: seeing the greater vision while taking the day-to-day steps to make that vision a reality. Along with this I maintain the highest level of integrity and believe that the best way to work as a team is to serve each other and lead by example.

I would love the opportunity to further discuss my abilities, the vision of (Company name), and how we would be a great fit. Thank you for considering my application, and I look forward to hearing from you.

Sincerely,

Eric Porteous