

# Sending A Cover Letter Via Email



**Sending a cover letter via email** is a critical step in the job application process in today's digital age. Unlike traditional mail, emailing your cover letter allows for faster delivery and often a more direct line of communication with potential employers. However, the nuances of sending a cover letter via email can be tricky. This article will guide you through the essential steps, tips, formatting, and follow-up strategies to make your email cover letter stand out.

## Understanding the Basics of Emailing a Cover Letter

When you send a cover letter via email, it's important to recognize that the format and presentation differ from a printed document. The email itself acts as an introduction to your application, and you should treat it with the same professionalism as a formal letter.

### Email Subject Line

The subject line is your first opportunity to grab the employer's attention. A clear and concise subject line will help ensure that your email is opened promptly. Here are some tips for crafting an effective subject line:

- Include the Job Title: Mention the specific position you are applying for.
- Add Your Name: Including your name adds a personal touch and makes it easier for the employer to identify your application.
- Use a Standard Format: For example: "Application for Marketing Specialist - [Your Name]"

Example: Application for Marketing Specialist - Jane Doe

## Email Body

The body of your email should reflect the tone of a business letter. Here's how to structure it:

1. Salutation: Address the hiring manager by name if possible; this shows you've done your research.
  - Example: "Dear Mr. Smith," or "Dear Ms. Johnson,"
2. Introduction: Start with a brief introduction of yourself and mention the position you are applying for.
  - Example: "I am writing to express my interest in the Marketing Specialist position at XYZ Company, as advertised on your careers page."
3. Main Content: Provide a summary of your qualifications and experiences that make you a suitable candidate for the job, but keep it concise. Highlight specific achievements or skills that align with the job description.
4. Closing Paragraph: Conclude by expressing your enthusiasm for the position and your willingness to provide further information or discuss your application in an interview.
  - Example: "I am excited about the opportunity to contribute to your team and would welcome the chance to discuss my application further."
5. Sign-off: Use a professional sign-off followed by your name.
  - Example: "Sincerely, Jane Doe"

## Formatting Your Email Cover Letter

While the content of your email cover letter is crucial, the formatting also plays a significant role in how your application is perceived.

## Use a Professional Email Address

Your email address should be clear and professional. Ideally, use a combination of your first and last name. Avoid using nicknames or numbers that may appear unprofessional.

## **Keep It Concise**

Aim for a length of about 200-300 words. This is enough to convey your message without overwhelming the reader. Employers often receive numerous applications, so being succinct is appreciated.

## **Check for Grammar and Spelling Mistakes**

Proofread your email several times. Consider using tools like Grammarly or asking a friend to review it. Mistakes can create a negative impression and detract from your qualifications.

## **Attachments vs. Body of the Email**

One common question is whether to send your cover letter in the body of the email or as an attachment. Here are some considerations:

### **Body of the Email**

- Pros:
  - Immediate visibility for the employer.
  - No need for them to open an attachment.
- Cons:
  - Formatting may be lost depending on the email client.

### **Attachment**

- Pros:
  - Allows for maintaining the original formatting.
  - You can attach both your cover letter and resume.
- Cons:
  - Employers may overlook attachments if they are not clearly labeled or referenced in the email body.

If you choose to attach your cover letter, make sure to mention it in the email body.  
Example: "Please find my cover letter and resume attached for your review."

# **Best Practices for Sending a Cover Letter via Email**

To ensure your email cover letter is effective, follow these best practices:

## **Research the Employer**

Before sending your email, research the company culture and values. Tailor your cover letter to reflect how your skills and experiences align with the organization's goals.

## **Follow the Instructions**

Always read the job posting carefully. Some employers may have specific instructions for submitting applications, including required formats or additional documents.

## **Send a Test Email**

Before sending your application, consider sending a test email to yourself or a friend. This can help you check if the formatting appears as intended.

## **Choose the Right Time to Send Your Email**

Timing can impact the likelihood of your email being seen. Aim to send your email during business hours, preferably in the morning, so it lands at the top of the employer's inbox.

## **Following Up After Sending Your Email**

After sending your cover letter, it is a good practice to follow up. This shows your continued interest in the position.

## **Timing for Follow-Up**

- Wait about one week after sending your application.
- If you haven't received a response, send a polite follow-up email.

## Content of the Follow-Up Email

1. Subject Line: Use a similar format to your original email.
  - Example: "Follow-Up on Application for Marketing Specialist - Jane Doe"
2. Salutation: Address the hiring manager.
  - Example: "Dear Mr. Smith,"
3. Body: Briefly remind them of your application and express your continued interest.
  - Example: "I wanted to follow up on my application for the Marketing Specialist position I submitted last week. I am very excited about the opportunity to join your team and contribute to your marketing initiatives."
4. Closing: Thank them for their time and consideration.
  - Example: "Thank you for your consideration. I look forward to hearing from you soon."

## Conclusion

In summary, sending a cover letter via email is a critical component of the job application process. By understanding the proper format, crafting a professional email, and following up appropriately, you can make a positive impression on potential employers. Remember to be concise, clear, and professional in all your communications. Your cover letter is your chance to showcase your personality and qualifications, so take the time to get it right. With these tips and best practices, you will be well on your way to landing that coveted interview.

## Frequently Asked Questions

### What is the best subject line for sending a cover letter via email?

A clear and concise subject line such as 'Application for [Job Title] - [Your Name]' is recommended.

### Should I attach my cover letter or include it in the email body?

It depends on the employer's preference. If not specified, it's usually best to include it in the body of the email for immediate visibility.

### How do I format a cover letter in an email?

Start with a professional greeting, followed by the body of your cover letter, and end with a formal closing and your name.

## **Is it necessary to include my address in an email cover letter?**

No, typically your address can be omitted in an email cover letter. Just include your contact information at the end.

## **How long should my email cover letter be?**

Keep it brief—ideally, one to two paragraphs that summarize your skills and interest in the position.

## **Do I need to mention the job posting in my email cover letter?**

Yes, it's beneficial to mention the specific job title and where you found the posting to provide context.

## **Should I sign off my email cover letter with a formal closing?**

Yes, use a formal closing such as 'Sincerely' or 'Best regards' followed by your name.

## **Can I use a casual tone in my email cover letter?**

No, maintain a professional tone throughout your email cover letter, as it reflects your seriousness about the job.

## **What attachments should I include with my email cover letter?**

Include your resume as an attachment, and only attach the cover letter if the employer specifically requests it.

## **How can I follow up after sending my email cover letter?**

You can send a polite follow-up email about one week after your application to inquire about the status of your application.

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