Dear Ms. Smith,

This is the most important sentence in the cover letter; in this sentence you identify the position you are applying for and mention anyone whom referred you. You are selling yourself here so provide a little background like your degree and the university. Then supply a brief statement about your passion for the work the job entails and how you have the experience needed to support the company’s vision/guide the department in new directions/develop programming that meets customer’s present and future demands. This paragraph is no more than three or four sentences long.

The second paragraph is your ethos. This is where you tell them a little bit more about your experience either working or course/academically related experience. Use the body paragraphs to expand your resume not repeat it by using concrete examples. Pick two jobs on your resume that have the best fit with this job and showcase them each in a sentence. Use numbers to WOW them and link each past job with the job you are applying for. Don’t make them make the connections between your past work and how you think you experience is relevant to the job. Summarize your work experience and allude to additional skills as the next paragraph will talk about your skills.

The third paragraph establishes your logos. Here is where you match the needs of the job (taken from the job description) and your skills which are clearly presented in your resume. This paragraph is as long as your second. You want the look of your paper to be consistent. Remember to be concise with your words by cutting prepositional phrases, converting past tense & passive verbs to present & ACTIVE verbs, and use the right word for the job instead of two or three words to get your point across. Also remember to vary the length of your sentences and the beginning word = don’t start with I too often. They are worried about themselves and the company/department. They want most of all how you will fit in and if you have the personal and work ethic to perform the job.

The last paragraph directs the reader toward an action and establishes pathos. Compliment the company of some event or progress it’s made which shows you did your research. Reestablish your fit with the job AND the company. Be confident and firm when asking for the interview; give them a limited time frame like two weeks in which you are available for an interview. Be positive about hearing about back from them and thank them for their time.

Sincerely/Best Regards,
You name
Email address
Phone number

You might include your website or LinkedIn address here
Three forms of persuasion according to Aristotle:

**Ethos : Credibility**

the appeal from ethos comes not from appearances, but from a person's use of language.

This kind of persuasion comes from what a person says and how a person says it, not from any prejudice (pre-judging) of the author.

good sense, good moral character, and goodwill: Exhibiting these three aspects of character in your discourse can play a large part in gaining credibility for your ideas & of good sense too.

Aristotle implies, use "I" or "we" to your advantage with an ethos-appeal sort of phrase out there in front, or else forget it. If, as Aristotle says, people are going to judge your spoken and/or written ideas by virtue of the appearance of good sense, you'd best attend to that quality.

**Logos : (Logical)**

This is commonly called the logical appeal, and you can use two different types of logic. You can use inductive logic by giving your readers a bunch of similar examples and then drawing from them a general proposition. This logic is pretty simple given this, that, and the other thing-poof, there you go, a conclusion. Or, you can use the deductive enthymeme by giving your readers a few general propositions and then drawing from them a specific truth. Like, "because such-'n-such is true and such-'n-such is true and such-'n-such is true and everybody agrees on this other thing, then-poof, stands to reason, a new truth.

Since the time that a bunch of guys called "The Royal Society" (Hume, Locke, Bacon, etc.) rejected deduction, our culture has generally favored induction because it's often called the "scientific method" and we like science.

**Pathos : Emotional**

Persuasion from pathos involves engaging the readers' or listeners' emotions. Naturally, in order for you to establish at will any desired state of emotion in your readers, you will have to know everything you can about psychology. Maybe that's why Aristotle wrote so many books about the philosophy of human nature.


https://owl.english.purdue.edu/owl/resource/723/03/

http://writingcenter.tamu.edu/2005/types-communication/business-professional-writing/cover-letters/