

The Cover Letter

Here's a format for writing the Perfect Cover Letter in four brief paragraphs. (Note: For more information check out Dallas Travers, The Actors Advocate on YouTube.com)

1. **Acknowledge the person you are writing to:**

- a. Dear... , I was so impressed with your casting ofon such and such a project....or
- b. One of my favorite films was...and I realized it was the casting that made it so special...I love your point of view. It would mean everything to me to have the opportunity to meet you!

2. **Talk briefly about yourself** – 2-3 authentic sentences that allow them to know who you are and feel a connection to you.

- a. Use your tag line, your adjectives, your perception in the marketplace to help them see how you can be of use to them.
 - i. I'm a recent graduate of Montclair State University and it's been said that I remind people of "Italian Cashmere" – my mother blushes!
 - ii. My forte is comedy and while I'm thought of as that Quirky Girl Next Door...I always say, "if she could sing!" That's me!

3. **Ask a question?**

- a. Build a Relationship
 - i. What would be the best way for me to become known by you and your office?
- b. Suggest a specific role
 - ii. I am interested in the role of....in your next feature, television series, theatre production

4. **Set the follow up**

- a. Let them know you will send them monthly mailings of what is happening in your work and where they can find you.
- b. I would like to schedule an appointment with you for a General Meeting. I'll will call you office next week and talk with your assistant. Or I'd like to follow up next week when you have time. What would be the best time to call?

With a few sentences in each of these paragraphs your will have the Perfect Cover Letter – Brief, simple and in control of the next step.