

The following sentences are possible closing sentences that refer to an invitation to interview. They are not intended as model sentences that should appear in your message. Because finding the right job is so important, you will be well rewarded for the time and thought you invest in original wording.

- **"When a date and time can be arranged, I would like to talk with you."** The statement does not indicate who will do the arranging, and the meeting place and the subject of the conversation are understood.
- **"I would appreciate an opportunity to discuss the marketing assistant's job with you."** The indirect reference to action is not forceful. However, if the applicant has impressive qualifications, the reader will want an interview and will not need to be pushed.

- **"I look forward to talking with you about how my skills and experiences can benefit Beck Restaurant Group."** The statement asks for the interview and re-emphasizes the applicant's strong qualifications.

When a date and time can be arranged, I would like to talk with you.

An excellent application message might be the most difficult message you ever attempt to write. It's natural to feel uncomfortable writing about yourself, however, your confidence will increase as you study the wealth of model documents available through your career services center and other sources. The writing principles you've been introduced to in this chapter should help you write a thoughtful, original message that impresses the interviewer. Instead of standard verbiage included in dozens of models, your self-marketing connects your experiences to your future with a specific company and reflects your personality and values. The following writing techniques will help distinguish your application message from the competition:

- **Substitute fresh, original expressions that reflect**

contemporary language. Overly casual expressions and overused statements will give your message a dull, unimaginative tone. Obvious ideas such as "This is an application," "I read your ad," and "I am writing to apply for" are sufficiently understood without making direct statements. With the

- **Avoid overuse of I and writer-focused statements.** Because the message is designed to sell your services, some use of I is natural and expected; but restrict the number of times I is used, especially as the first word in a paragraph. Focus on providing specific evidence that you can meet the company's needs. The employer is not interested in reading about your need to earn more income, to be closer to your work, to have more pleasant surroundings, or to gain greater advancement opportunities.
- **Avoid unconvincing generalizations that could sound boastful.** Self-confidence is commendable, but overconfidence (or worse still, just plain bragging) is objectionable. Overly strong adjectives, self-judgmental terms, and unsupported generalizations damage your credibility. Instead of labeling your performance as "superior" or "excellent," or describing yourself as "an efficient, technically skilled team player," give supporting facts that show the interviewer you can deliver on what you're selling.

