

What Do You Write in a Mass Targeted Mailing?

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Many people ask this question. One point you need to remember concerning the targeted mailings is you don't need to write a long cover letter. Most people make this mistake. You may think that it's important to write a long cover letter. But it's not. One of the most important things lawyers get good at is prioritizing the needs of the client. So what you should always include in a cover letter are things like wanting to work hard, highlighting your experience, and so forth. You have different types of people at different levels. If you're looking for a position when you're a law student, there's not really a lot to talk about. You may just talk about your experience and interests, but not really a lot.

I like short cover letters. I've seen that candidates who are looking for jobs will typically write long cover letters. They go into a lot of detail. But a lot of times, if you're an attorney or law student looking for a position, you don't need to really write that long of a letter. You can write a shorter letter and rely on the strength of your resume to get you an interview. The main point is your cover letter doesn't need to include a ton of detail. What I do recommend, though, is you need to highlight whatever experience you have. To be more specific, highlight your experience toward something that the firm does.

For example, if you are a patent attorney and you do a certain type of patent, and the firm does those types of patents, you can highlight that in your cover letter. So, those are the main things that I would do in the mass targeted mailings. Many times, you don't need to do anything that's significant. You can just say, *I'm interested in working for your firm or company and talking to you. I believe that my experience would align well with what you're doing.* Include details that are something along those lines.