

Writing short letter practice. 9.20.2016 IBC.TMCC

Dear Sir,

I am writing to you at this time with regards to the open position at your company for a Marketing Director.

My motivations to join your company include and not limited to are to improve your your company's profitability and establish a marketing strategy that will be not only be achievable, but efficient and effective.

I plan on doing this by using my expertise in digital marketing and utilizing all the current methods of delivery. The internet has provided a platform that is used every day for many hours by individuals who are current and potential customers of our services and products.

Building a brand requires a consistent message with not only our design but our content. All visual displays include letterheads, posters, business card emails webpages and invoices will display our logo and slogan.

Furthermore all messages will contain the essence of the business as an underlying communication. What we sell, the value we present with the benefits to be gained.

This initial marketing is to be implemented on an ongoing process by all departments. Our people will act as ambassadors and our customers will be our advocates to further the message through word –of-mouth.

This is a short version of what is to be made available and initiated by the marketing department.

Thank you for reading.

220 words. 10 minutes = 22 words per minute. (10 minutes edit & review)

Practice: 200 words @ 10 words per minute. (20 minutes writing time) (15 minutes E&R)

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EMAIL AS AN PDF ATTACHMENT TO ME

SAVE AS WORD DOC FILE AND EMAIL TO SELF