

If you have one of these ten pound names, you might want to consider shortening it in your correspondence. See signature line below.

Fred as discovered in his research of the news and annual statements that Avalon is acquiring new business and going through a capital expansion. Don't be too detailed, but if it is true, it is worth a one liner; it shows you just didn't apply blindly. If it is not true, or they don't have an M&A team, you'll look like an idiot. Know your target and be judicious.

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January 20, 2015

Dick Hertz, Senior Vice President
Avalon Aerospace Manufacturing
Corporate Industrial Park Bldg. 17, Suite 193
Sunnyvale, CA

Fred has taken Fin 403, but he lists the subject matter in a way that will be understood Dick Hertz, e.g. advanced corporate finance, capital budgeting and project analysis—because that is what Dick Hertz does. Likewise, he refers to FIN 431 as International Finance (not Multinational Finance), because that title is well understood. Securities analysis is listed because it is directly related to the job he is seeking.

Dear Mr. Hertz,

I will be graduating this summer from California State University Los Angeles with a degree in finance, and I am very interested in pursuing a position with Avalon Aerospace Manufacturing in corporate finance. I am particularly interested in Avalon because of the aggressive growth plans, and am interested in joining a project analysis/M&A team. My coursework includes advanced corporate finance, capital budgeting and project analysis, securities analysis, and international finance. I was an active member in the Cal State LA Financial Management Association, have been involved in managing the student fund, and was the financial advisor to a team of engineering students for this year's project competition. I also have a minor in management with an emphasis on operations, have taken additional writing courses, and have strong communications skills. I look forward to discussing career opportunities at Avalon with you. Please contact me if you have any questions, I appreciate your time.

These points go to leadership and interest in finance, if you have done them. Pointing out that you have a minor in operations (particularly for a position like this), and bring strong writing skills, sets you apart from other candidates. And then, you get out, before you say something wrong.

Sincerely,

Fred G. Gomez