

If you're applying via email, then include the cover letter in the BODY of the email - not as an attachment. Try to keep cover letters under 300 words. It should be a quick read.

First paragraph: Mention the position you're applying to, and include a brief overview about yourself. Show some personality, but don't go overboard.

Dear Ms. Sally Smith,

Show some passion!

I am excited to apply for the film development internship at Lionsgate as a participant in the Boston University LA Internship Program this Summer. As a BU Film/Television major from Queens, I have a tireless work ethic, a strong academic foundation, and just enough New York chutzpah to find a solution to any challenge I'm given, no matter how big or small.

Second paragraph: Write about WHY you want to work for this company. Be specific! Show some knowledge about the company and what they're doing.

In addition to Lionsgate producing many of my favorite films and shows, such as *Kick Ass*, *The Red Violin*, and *Mad Men*, my interest in working for Lionsgate stems from the studio's focus on balancing business acumen with creative innovation. From the recent acquisition of Starz to a successful and surprising film slate, spanning *The Hunger Games*, *La La Land*, and Tyler Perry's *Medea* films, Lionsgate offers the perfect platform for new creative voices to learn from the best in the industry.

Third paragraph: Write about what makes you different. What skills or experience do you bring with you? What do you want to contribute to the organization? Focus on what you can do for them - not the reverse.

When writing about your experience, don't just rehash what's already on your resume. Take the skills you learned from previous work, along with your personal qualities (e.g. working for Starbucks, being from another country, volunteering for a non-profit organization, etc.), and focus them as selling points toward why you have the skills and drive to be successful in this position.

My prior experience includes working as a student producer at Hothouse Productions, Boston University's student-run client-driven production company. I've written, edited, and managed accounts for several professional commercial productions, through which I've gained a strong foundation in the development and production process. I've also supported myself as a Starbucks barista for the past three years. While it hasn't been glamorous work, I've learned incredible skills related to customer service, time-management, and thinking on my feet (literally). Because when the register breaks during the 8am rush, it takes a confident professional to keep the ship afloat. During my internship semester, I hope to be given the opportunity to learn and contribute my hard work and passion in support of the next generation of Lionsgate's incredible legacy.

Brief final paragraph. Mention the date of your arrival (but don't schedule interviews during our Tuesday Orientation).

I will arrive in Los Angeles on May 21st, and I am currently available to speak via phone or Skype. Thank you for your time and consideration and I look forward to hearing from you.

Don't dwell on your past; shape the future.

Sincerely,
Jane Doe

Don't forget to include your contact information.

Phone Number [Or include your Skype handle, if you're currently abroad.]

Email

LinkedIn URL [Get a "vanity" URL, if you don't already have one.]