Global Claim Samples for Introductory Paragraph

3. Include a general/global claim about how qualifications will meet audience’s needs
   Note: This typically serves as a transition sentence for the next paragraph

Ex 1*: Helping individuals grasp complex procedures through relevant visual appeal and simplified information is one of my enduring passions. This vision is what motivates me to continually utilize and enhance my abilities wherever my services are rendered. With this in mind, I am eager to apply for the Training Specialist Intern position (0800856).

Ex 2: In addition to my passion for adoption, you will also find my education and work experience to be an asset that will benefit your clientele and your office.

Ex 3*: Whether you need a forerunner to launch a thriving start-up subdivision, or a technical expert to revitalize and expand an existing site, I can increase company profits, save money for clientele, and create a workforce of happy individuals who constantly surpass expectations. Dedicating my time and talents toward these ends is one of my greatest passions, and has been the motivating and enabling factor of my exceptional and continual success. With this in mind, I can be the vital asset as the WC Managed-Care Marketing/Sales Manager that you are seeking.

Ex 4: I recently graduated from BYU-Idaho in Business Management, with emphases in Finance and Accounting and feel that my qualifications could make a significant contribution toward your continued growth and success.

*Notice in Example #’s 1 & 3 that this message is implied as part of the grabber, rather than specifically stated and used as a transition. Both methods are acceptable. Just make sure that the reader wants to learn more details about your qualifications from having read your first paragraph.