Dear [EMPLOYER],

I would like to express my interest in [SOME POSITION] at [COMPANY]. Although I've explored many options in my job search, I've come to respect the quality and integrity of the work that you do. For example, I was very impressed by the latest television campaign for Kellogs. I love creating great advertisements for television, radio, and print, and believe I would be a good asset to your company. I'm a hard worker who thinks outside of the box while producing creative work in an efficient manner. I believe you'll find that my four years of experience at [SOME OTHER COMPANY I CLEARLY WANT TO LEAVE OR WAS FIRED FROM], and my resulting portfolio, mirror these qualities. I look forward to hearing from you and exchanging ideas about what I can offer [COMPANY].

Thank you for your consideration.

[APPLICANT]