

Compose a letter promoting an aspect of Atlantic Cape Community College to a rela...

[Business](#)



S A L E S L E T T E R Smart Shoppers Inc 245 Network Avenue, Avenel NJ
07001 June 21, Mr. John Brown Odissey Inc. 222 Straight Avenue, Harrison
NJ 07029

Dear Mr. Brown,

TURNING YOUR PASSION INTO A PROFESSION

How's life these days? I know that since graduation, everyone is busy pursuing his or her own career. It is needless to say how tough that can be, in these challenging times when the economy is not doing very well as it is still reeling from the recent crisis. On my part, I had been busy with a new career which I think puts to maximum use all my talent, passion and interest into one consuming activity and you might be surprised to know what my choice had been, which I have not regretted so far. Allow me to share with you my amazing secret which I am sure will excite you as well.

A few months back, I came across a piece of information put out by a wonderful kind of community college. This small-town community college is big on its promises and they certainly lived up to the expectations of their students, including me, of course. I was fortunate enough to be guided into their Academy of Culinary Arts (ACA) at the Atlantic Cape Community College located in nearby Atlantic and Cape May counties in New Jersey. This community college has a student population of about 6,500 both in transfer and academic degree programs. They offer outstanding courses but what I am raving about is its nationally-recognized Academy of Culinary Arts, from which I graduated from a few months ago and instrumental in landing me a fine, well-paying job at a prestigious five-star hotel here in New York City as

an assistant chef.

You have an abiding interest for food and cooking as shown many, many times when we and our close-knit group had sleep-overs and we did our own cooking. This might sound quite tough but a career shift on your part will surely do wonders as it had done to me when I decided to pursue an entirely different and new career - in culinary arts! At the Atlantic Cape Community College, I found their secret formula for success, in food. All people will always have to eat, in good times or bad times, no matter in what shape the economy is in. In this regard, I strongly suggest you give their ACA a try so as to greatly improve your chances of getting gainfully employed in a full-time job.

Getting employed as a chef or head cook is quite easy, even in a tough economy and a further inducement is the high median salary of approximately \$40, 000 per year. You can get employed in upscale restaurants and get to know and meet famous people, in a big casino, a famous hotel or even in a world-class holiday cruise liner. Hows that for combining both the passion of cooking with a great adventure and a high-paying job!? Employment opportunities for this marketable skill is stable up to the year 2020 and it is one job which cannot be down-sized or even outsourced! (US BLS 1). Globally, a big demand for chefs exists in fast-developing countries like China, Brazil or all other exotic places you only dreamed about, and this is a wonderful opportunity to go there and relocate, to experience a different culture, language and lifestyle altogether! This may seem daunting at first but this was the same feeling and apprehension I had also; but with dedication, perseverance and

commitment, it can be done. You are qualified for a federal student aid for their two-year ACA Program. Please let me know if you are interested and I will be extremely glad to assist you any way I can.

Looking forward soon to hearing from a great friend and batchmate.

Yours sincerely,

[Signature]

YOUR NAME HERE

Technical Communications, student

Enclosure: Application form for Federal student aid (printable version)

Stephen Victor, Director – Sales and Marketing

xxxxx@xxxx. com

Smart Shoppers Inc.

Works Cited

Pfeiffer, William S., and Kaye E. Adkins. Technical Communication: A Practical Approach. 7th ed. New York, NY, USA: Pearson/Longman Publishing Group, 2010. Print.

U. S. Bureau of Labor Statistics. “ Occupational Outlook Handbook: Chefs and Head Cooks.” 29 Mar. 2012. Web. 21 Jun. 2012.