Tips for Your Article Submission's Cover Letter
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General Advice for Submitting a Piece Electronically
More and more journals are transitioning to a fully electronic web interface, streamlining the submission process. Impersonal as this process is, it's best to stick to the journal’s formatting and naming rules for documents. The tips below apply if your chosen journal receives submissions electronically and invites contributors to send an essay to a specified email address.

1. For the subject line, choose either “Submission” or “Submission: Short title of essay.” You can also include your name—it will be easier for the editors to find your email in their archive in case they need to refer to it later.
2. Use your essay’s short title for the document name if no specifics are provided on the journal’s website. The editors will re-name your Word file according to their own filing system anyways.
3. Don’t mention your name in the actual Word file you’re submitting (check the journal’s website for specific rules). You can also check the file properties and erase the author line if your MS Word saves that information—the editors will most likely erase it to ensure anonymity.

Tips for Improvement (Sample 1)

Research the name of the head editor and find out about his/her main job (usually, that person is a professor). Then, address the editor personally, as in “Dear Professor Moskal.” Avoid casual greetings even if you have a prior professional relationship with that person.

Include the title of your piece in full in the first sentence. Then say something like, “I am including an abstract of my piece below” and paste your abstract after the main message. You can also outline your argument in the main paragraph, but that will make it harder for the editors to copy and paste it into their own emails when they ask their readers to vet your piece.

Find out what the journal’s preferred citation system is and stick to it. If they don’t specify it (which is unlikely), consult the latest issue. You don’t need to advertise your citation skills in your message.

Sign with your full name for gravitas and adhere to basic formatting. For instance, journal editors’ eagle eyes would notice the unnecessary period behind Billy’s name.

Add a few signature lines for quick reference: William Bright, Department of English, Awesome University, willbright@awesome.edu

Tips for Improvement (Sample 2)

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Tips for Improvement (Sample 3)

This one is pretty good, if still a tad long.