

Mini Cover Letter Formula

Write a cover letter that actually gets read, without the fluff.



The 4-Part Formula

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01 Hook Them Immediately

Start with something punchy, not “I am writing to apply...”
“When I saw this opening, I knew it was built for someone who knows how to build teams and hit metrics — I’ve done both.”

02 Show Why You're Qualified

Give 1–2 lines about your experience, link it to what the company needs.
“I’ve spent the last 5 years leading remote teams, scaling performance, and turning stagnant roles into growth engines.”

03 Show Why You Care

Make it human. Show you researched. Show you give a damn.
“I admire the way your team approaches DEI and measurable outcomes, and I’d be excited to grow under that culture.”

04 Close Like a Closer

“I’d love the opportunity to talk more. My resume’s attached, let’s connect.”

3 Do's and Don'ts

- DO keep it under 200 words
- DO sound like you, no legalese or awkward phrasing
- DO tailor it for each role
- DON'T restate your resume
- DON'T use filler like “team player” or “fast learner”
- DON'T over-explain why you're job hunting