



Cover Letter Strategy

Copy the top portion of your resume to make letterhead with common branding.

Insert tab → insert date
Date will automatically update

This greeting is no problem!

First Paragraph

1. Who you are, what you're applying for.
2. Why you're targeting this company.
3. Overview of how you can help this org.

Middle Paragraphs

1. Choose a skill or achievement to highlight.
2. Show your success in that area (metrics are helpful).
3. Explain how that skill/achievement will benefit the organization.

Last Paragraph
Sign-off. Feel free to use this language and tweak.

November 16, 2020

Dear Hiring Manager,

As a client relations expert with over 15 years of experience in the [redacted] industry, I would like to be considered for the Director, Client Relations position. I am especially drawn to this role because of [redacted]'s exceptional reputation in the industry. I would love to utilize my skills and experience to expand your business while maintaining [redacted]'s sterling reputation.

I became familiar with [redacted]'s high standards while working at [redacted]. In that position, I piloted a program to get feedback from our franchisees who used the [redacted] program. The feedback was exceptional, and I would jump at the opportunity to represent this program. In the role of Director of Client Relations, I would engage all stakeholders and form strong relationships to create sustainable business and revenue growth. Further, I would collaborate with different groups to drive business development.

At [redacted], I was a turnaround expert who maintained a large portfolio of schools. In that role I taught franchisees how to be responsive to customers, build relationships to create cross-marketing opportunities, and ultimately increase occupancy and revenue. During my tenure I drove growth from 150 to over 525 franchises spanning 38 states.

I would welcome the opportunity to meet with you and discuss how I could contribute to strategically continue to grow [redacted]'s programs. Thank you for your valuable time and consideration.

Sincerely,

[redacted]

Tips:

- ✓ No more than one page, keep it succinct.
- ✓ What problem are they hiring to solve? Address it in your letter.
- ✓ Use metrics to show how well you perform.
- ✓ Keep file with previously written paragraphs for easy tweaking.
- ✓ Highlight areas for tweaking (company name, position name, etc.) in master cover letter to ensure you don't miss any changes.
- ✓ Only write cover letters for 1st and 2nd tier job, for all others send a standard letter without specificity.
- ✓ Your goal is to swap paragraphs and tweak highlighted portions in +/- 15 minutes— don't stress about the clock but use it as a guideline to have both a solid letter and your sanity.