

The Cover Letter That Gets Read

Stop summarizing your resume. Start solving their problems.



Most cover letters are a waste of time.
They fail because they are boring history lessons.

IGNORED

~~I am a highly motivated professional seeking to leverage my extensive experience...~~

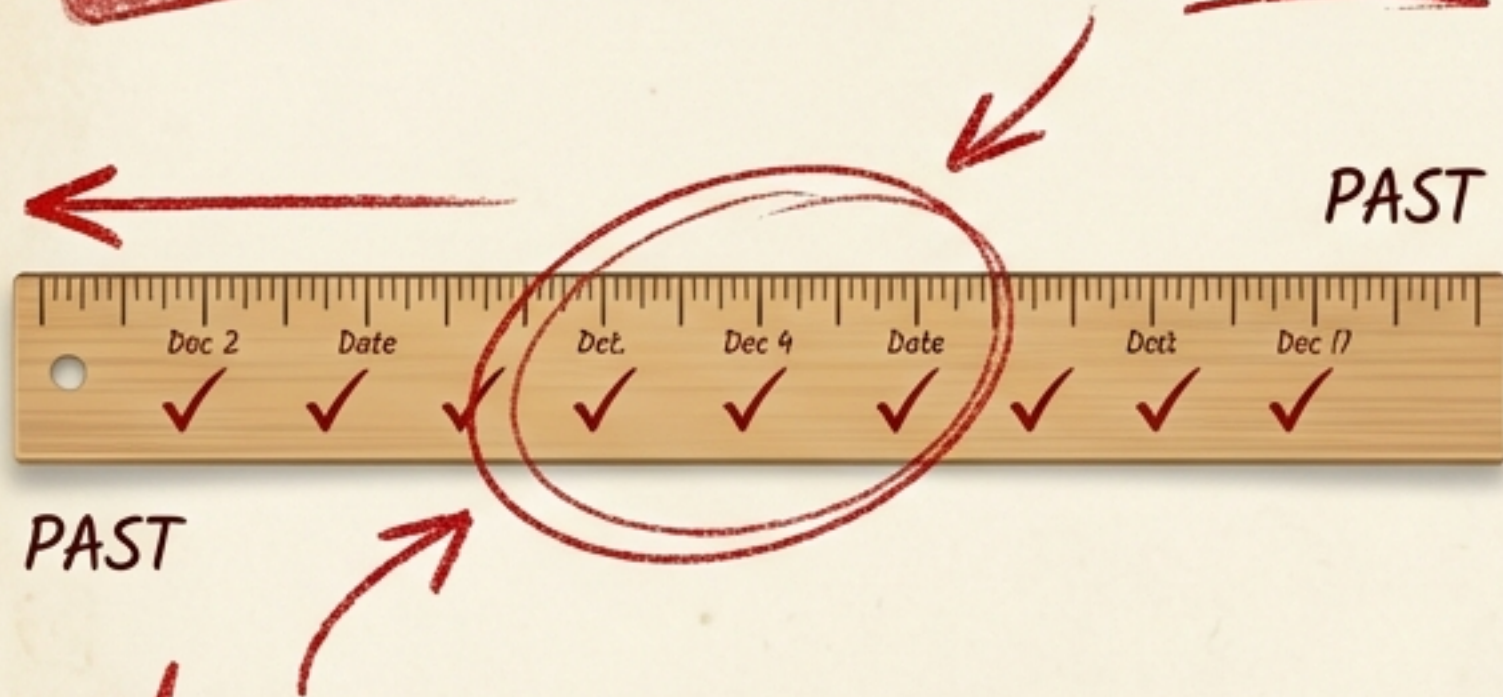
The quickest way to the trash bin.

The Paradigm Shift: History vs. Narrative



The Resume

Lists dates, titles, and responsibilities. It looks backward at what you did.



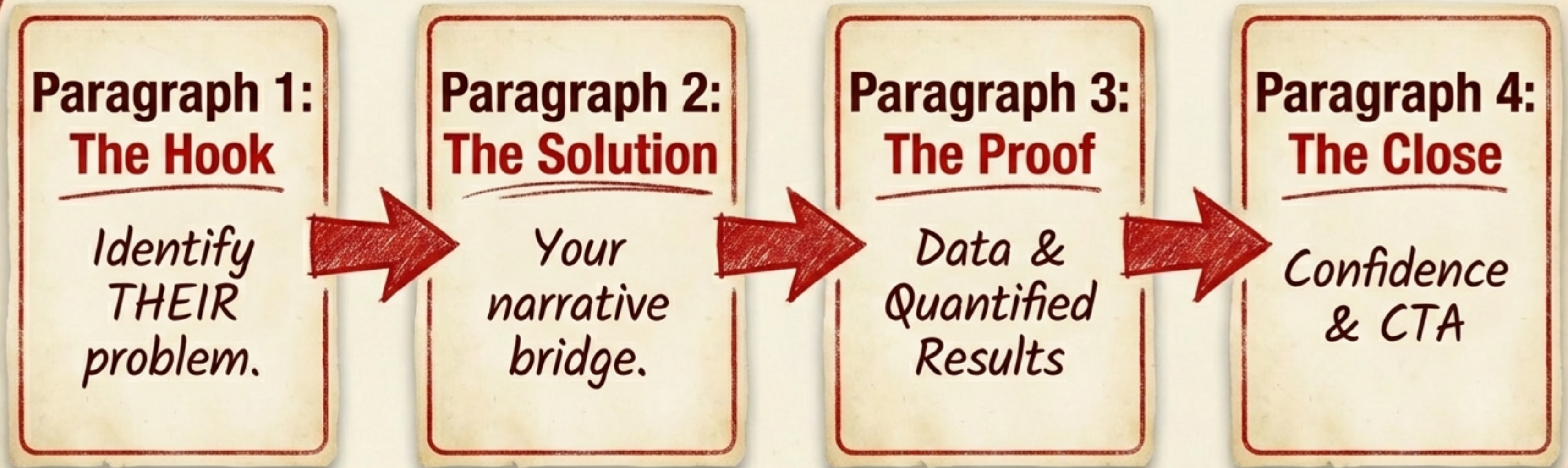
The Cover Letter

Tells the story of WHY you want the role and HOW you are the solution. It looks forward.



A cover letter is a persuasion document, not a formality.

The Framework: Problem-Solution-Proof



Total Constraints: 4 Paragraphs. 250–350 Words Maximum

Paragraph 1: Disrupt the Pattern

✗ The Generic Opener

I am writing to express my interest in the position of Logistics Manager. I am a highly motivated professional...

✓ The Research Opener

When I read that [Company] is expanding its data analytics capability, I recognized exactly the challenge I solved at my previous role.

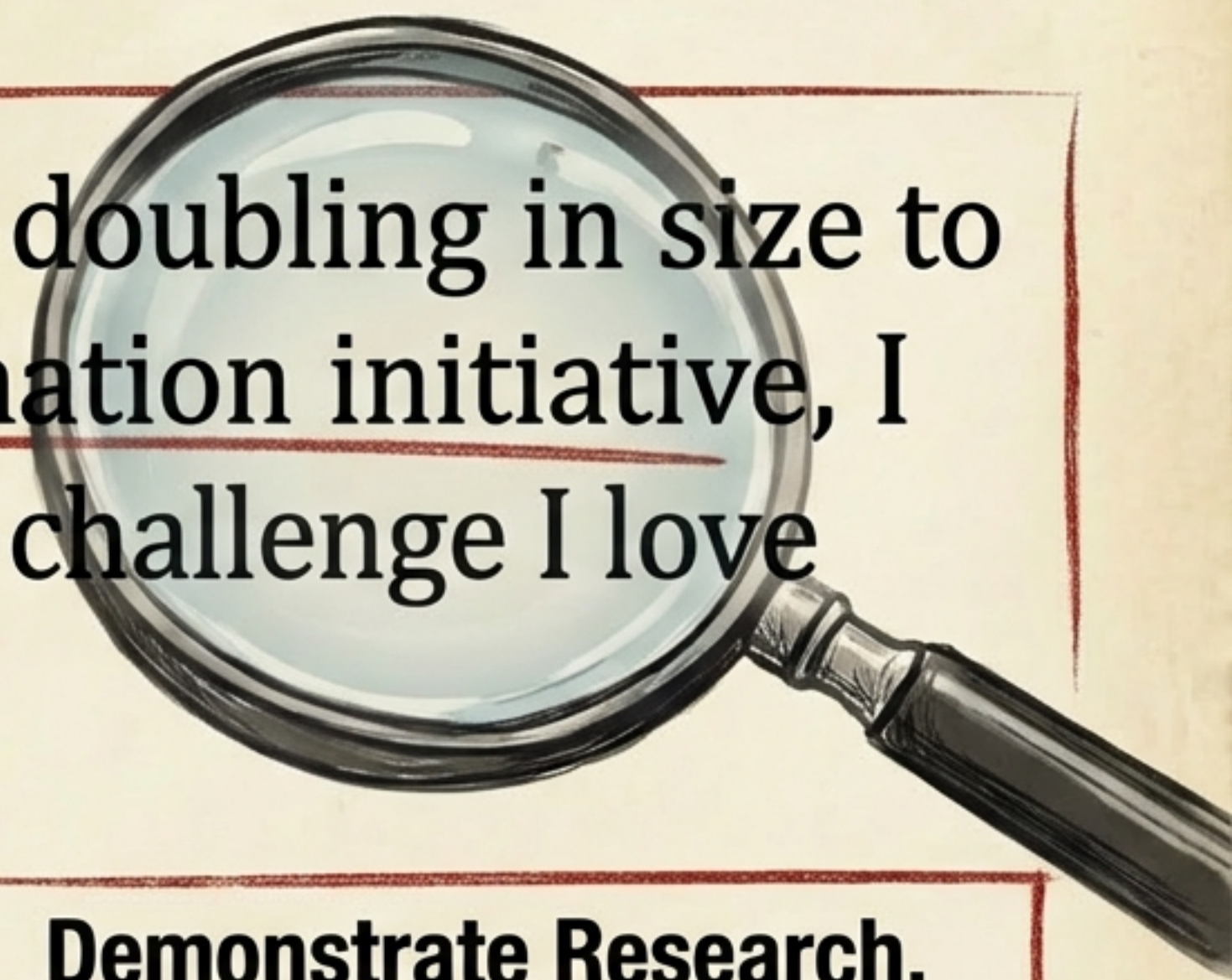
✓ The Result Opener:

Three years ago, I inherited a supply chain that was losing \$2M annually. I turned it into an advantage.

The opening line determines if they read line two.

Identify The Problem

When I read that your team is doubling in size to tackle the new logistics automation initiative, I recognized exactly the kind of challenge I love solving.

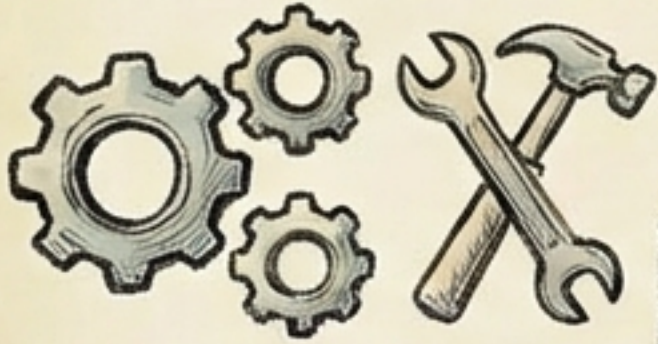


**Demonstrate Research.
Articulate THEIR pain point.**

You can't be the solution until you articulate their problem.

Paragraph 2: The Solution

My Past Experience

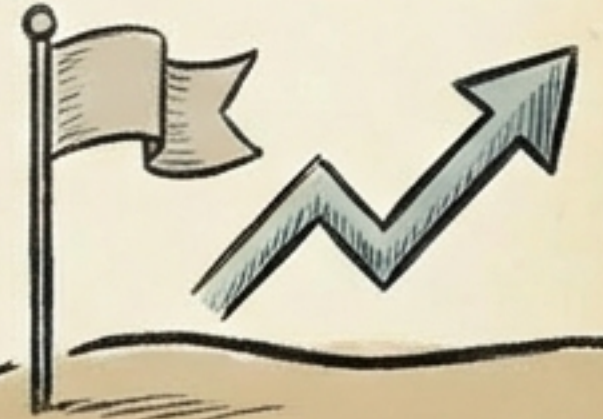


Over the past 5 years, I've built and scaled three logistics teams...

...reducing operational costs by 30%...

...improving delivery speed.

Your Future Goals



**Don't list qualifications.
Build a narrative bridge.**

Paragraph 3: The Proof

Claims require evidence. Bring the data.

30%

Reduction in
operational costs.

\$2M

Annual loss
turned into profit.

#1

Highest-rated
department.

Concrete Numbers + Outcomes = Credibility.

Paragraph 4: The Close

Value Proposition.

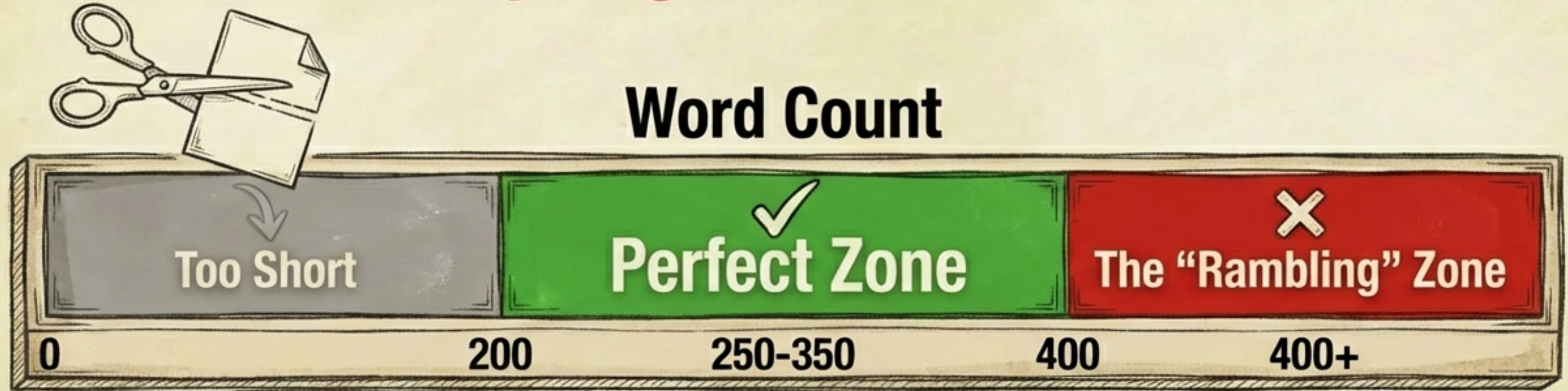
I'd welcome the opportunity to discuss how my
experience scaling logistics teams could support
your automation initiative. I'm available for a
conversation at your convenience.

Body Signature

John Sin

Call to Action

Brevity Signals Confidence



- **Strict Limit: 250-350 Words.**
- **Structure: Exactly 4 Paragraphs.**
- **Action: If it's longer, cut until it isn't.**

Less is More: Confident Communication.

The Transformation

I am writing to apply for the Logistics Manager role. I have 10 years of experience in supply chain and I am a hard worker who is punctual and dedicated...

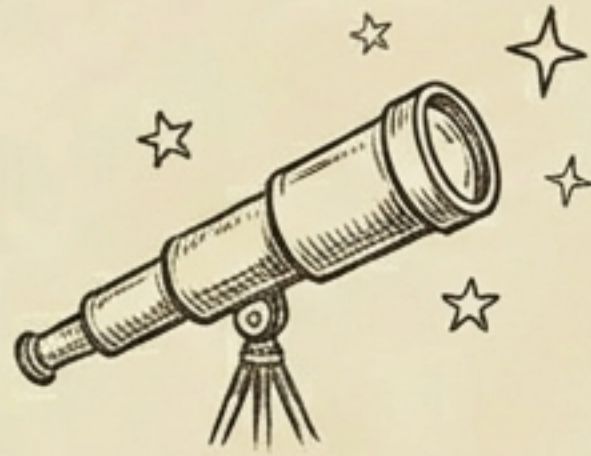
GENERIC

When I read that [Company] is automating its supply chain, I recognized the challenge. Three years ago, I inherited a similar supply chain **losing \$2M annually** and turned it into an advantage.

COMPELLING

The Hook Bank: 3 Ways to Open

The Discovery



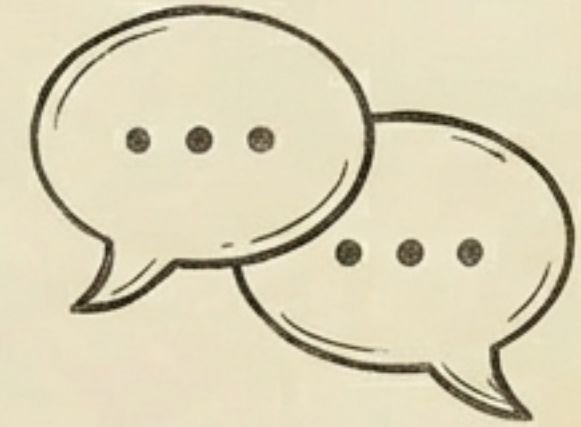
Your recent expansion into Europe caught my attention because I led a similar expansion at my previous company.

The Result



I turned a struggling customer service team into the highest-rated department in the company.

The Connection



After speaking with Sarah Chen about your team's growth plans, I'm excited to contribute.

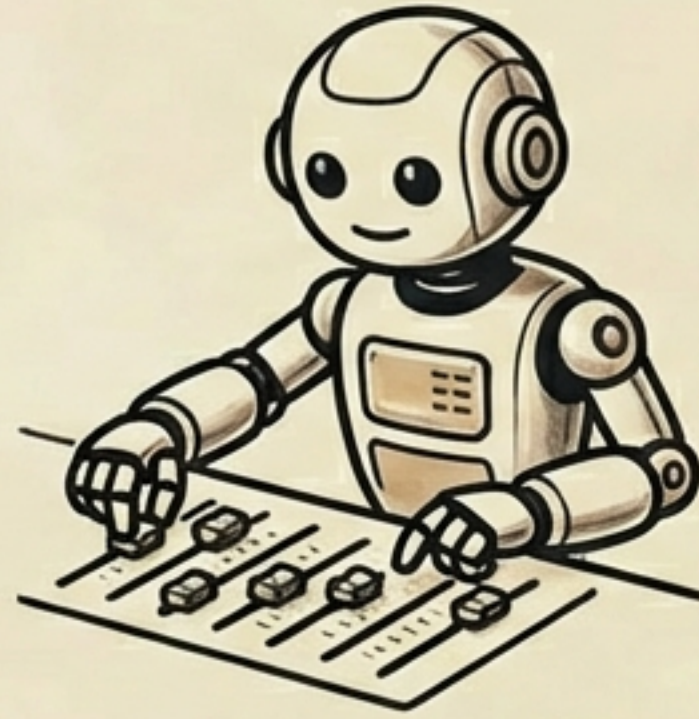
Work Smarter: Iterate with AI

Use tools to refine tone, not to copy-paste.



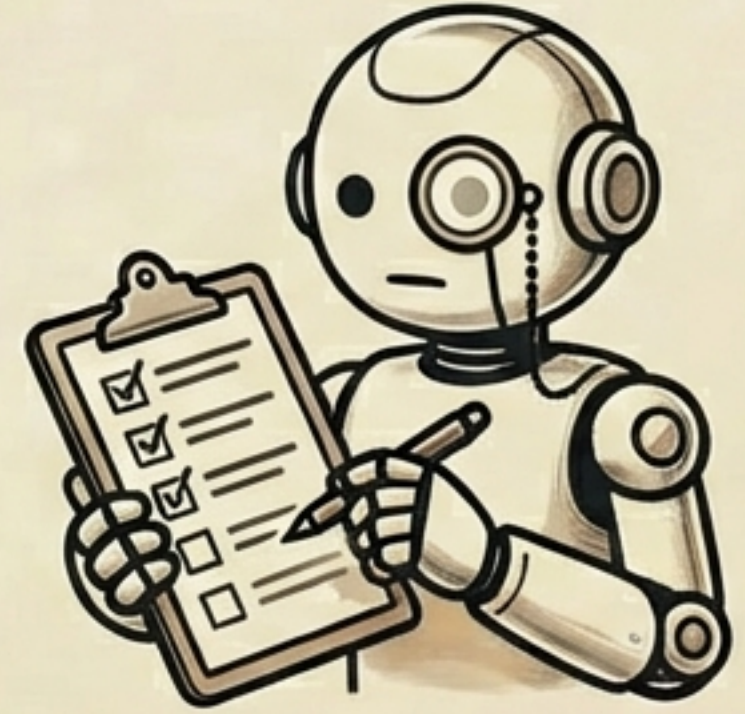
Hook Generator

Creates 3 variations
based on news.



Tone Matcher

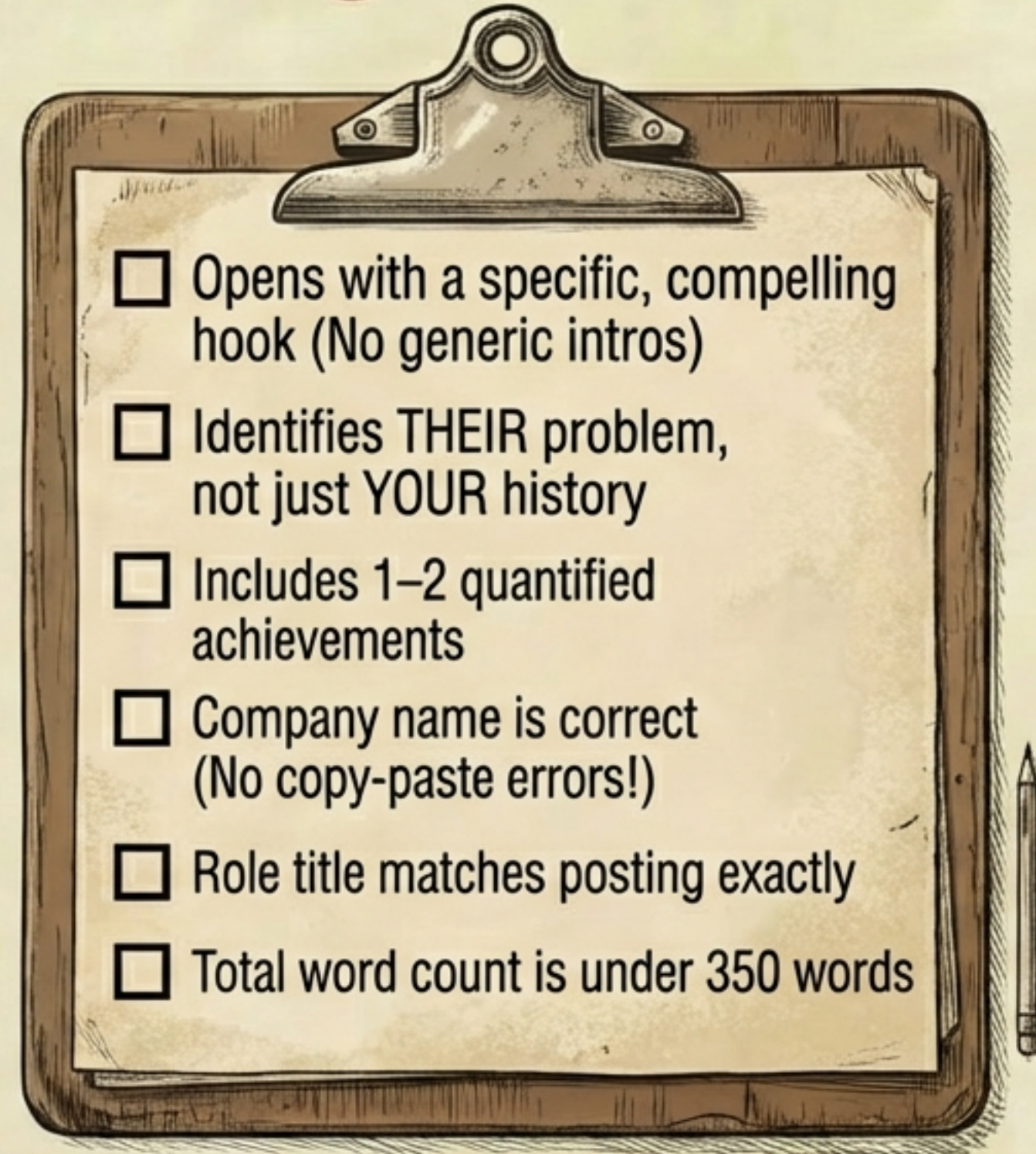
Aligns with company
culture.



The Critic

Audits against the
framework.

Pre-Flight Checklist



Don't hit send until every box is checked.

Your Action Plan

1 Write one draft using the Problem-Solution-Proof framework.

2 Develop 3 “Opening Hooks” (Discovery, Result, Connection).

3 Audit your draft against the checklist.



“A great cover letter tells the story your resume can’t.”