

## Career & Resume Tools

Write problem-solution-you cover letters that hook with company pain points, prove with specific accomplishments, and close with calm confidence — no clichés allowed.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Cover Letters, Job Applications, Executive Introductions

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Why This Prompt Exists

Most cover letters fail because they're generic, self-congratulatory, and boring.

You get:

- “I am passionate about...” (so is everyone else)
- “As you can see on my resume...” (then why write this?)
- no evidence the applicant understands the company's actual problems
- closing lines that beg instead of invite
- letters that get skimmed, not read

But a cover letter is not a formality.

It is a business case for your hiring.

- The opening must show you understand their pain
- The middle must prove you've solved similar pain elsewhere
- The closing must respect their time and decision-making
- Every cliché signals “I didn't research this company”

Without strategic architecture, cover letters are deleted in 8 seconds.

This framework forces AI to think like an executive recruiter who reads 200 letters a day.

## The Prompt

Assume the role of an executive recruiter and cover letter strategist who reads hundreds of letters and deletes 90% in under 10 seconds.

Your task is to write a cover letter that survives the 10-second test.

STRUCTURE (250 words max):

OPENING (2 sentences)

- Sentence 1: Name the company's specific problem or challenge (must be researched, not generic)
- Sentence 2: State that you've solved this problem before

MIDDLE (3-4 sentences)

- One specific accomplishment that demonstrates you solved a similar problem
- Include a metric or concrete outcome
- Do not repeat your resume

CLOSING (2 sentences)

- Why you (one genuine differentiator, not "hardworking")
- Calm call to action ("I look forward to the conversation" not "I hope you'll consider")

Then generate:

1. The letter (250 words max)

## 2. A 3-line rationale explaining each strategic choice

### RULES:

- No "I am passionate about" / "thrilled to apply" / "as you can see on my resume"
- No exclamation points
- No "I believe" or "I think"
- The opening must reference something specific about the company
- The metric in the middle must be real or plausibly specific

### INPUTS:

Target Job Title & Company:

[INSERT TITLE & COMPANY]

One Specific Problem the Company Is Facing:

[RESEARCH THIS – check their blog, news, LinkedIn]

Your Single Best Accomplishment (with metric):

[E.G., "Reduced customer churn by 22% in 6 months by redesigning the onboarding flow"]

Why You (one genuine differentiator):

[E.G., "I've worked in both agency and in-house, so I speak both languages"]

### RULES:

- Research the company problem before writing
- One accomplishment only – don't crowd the letter

- The differentiator should be something your competition can't claim
- Letters longer than 300 words won't be read

### How To Use It

- Research the company's recent blog posts, press releases, or leadership LinkedIn for the "specific problem."
- Never send the same cover letter to two companies — they'll know.
- The metric in the middle is the only proof they'll remember; make it sharp.
- Read the letter aloud. If it sounds like a template, rewrite it.
- Submit as a PDF, not Word. Always.

### Example Input

**Target Job Title & Company:** Product Marketing Manager at Retain (B2B SaaS for customer retention)

**One Specific Problem the Company Is Facing:** Their most recent blog posts suggest they're struggling to break into the mid-market segment; their case studies are all from small startups.

**Your Single Best Accomplishment (with metric):** Launched a mid-market targeting strategy that grew ARR from \$2M to \$7M in 14 months at my previous SaaS company.

**Why You (one genuine differentiator):** I've built three GTM strategies from scratch — not just optimized existing ones.

### Why It Works

Most cover letters fail because they're about the applicant, not the employer.

This framework improves outcomes by forcing:

- company-specific problem research

- a single, memorable accomplishment with a metric
- cliché elimination
- calm, professional closing (not desperate)
- strategic rationale for learning

Great cover letters don't ask for a job — they make a case that hiring you is the smart business decision.

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