Affirmations & Reflections: Cover Letter That Gets Read

Bonus material for uniquestoremarket.com's "How to Write a Cover Letter That Gets Read" guide. A handout to keep nearby while you write and tailor your letter, or to read one per day.

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1 **My letter explains why my work matters for this job, not just what I did.**
Reflection: Which sentence in my draft only repeats something already on my CV?

2 **Half a page is enough: longer letters get read less, not further.**
Reflection: How many words is my draft today, and what can go first?

3 **Highlighting the problem sentences in the ad matters more than the benefits and culture lines.**
Reflection: What problem or responsibility in this ad did I skip because it was buried?

4 **A requirement buried at the bottom of a twelve-item list is decoration.**
Reflection: Which item in my list of three would I drop if I were honest about where it sits in the ad?

5 **Tools are learnable and belong on my CV, not in my letter.**
Reflection: Where am I spending a letter sentence on software I could simply list on the CV?

6 **I start from Hook, Proof, Fit, Ask, so I never start from an empty page.**
Reflection: Which of the four paragraphs am I avoiding, and why?

7 **One story with one number does more than three stories without any.**
Reflection: What is the number in my Proof paragraph, and can I stand behind it?

8 **My Fit paragraph says something I could not have written about a competitor.**
Reflection: If I covered the company name, would a rival recognise itself in this paragraph?

9 **My Ask is a plain request with my availability, not a polite sign-off.**
Reflection: What exactly am I asking for, and when am I free?

10 **My first sentence is the most-read line, and it should not tell them what they already know.**
Reflection: Could someone applying for a different job at a different company have written my opening?

11 **Cutting 20% usually improves a letter, because the throat-clearing goes first.**
Reflection: What did I remove in my last cut, and did the letter get better or worse?

12 **The Proof paragraph carries over; Hook and Fit are written fresh each time.**
Reflection: For my next application, what will I rewrite from scratch, and what is true enough to reuse?