

FREE GUIDE

The cover letter template that actually gets read

Most cover letters are just a resume in paragraph form. The good ones answer two specific questions about fit. This template walks you through both.

The two-fit framework

Your resume answers **can this person do the job?** Your cover letter answers a different question: **should we hire this person?** Qualified candidates get rejected all the time because they're not the right fit. The cover letter is where fit lives.

Fit isn't a vibe. It's two specific things:

- 1. Mission and values fit.** You connect genuinely with what the company is building. The strongest version is when you can show an existing relationship — you're already a customer, or you've followed them for years.
- 2. Team fit.** You'll mesh with the people you're joining. Demonstrate teamwork, interpersonal awareness, and the working style their culture rewards. Show, don't tell.

The structure

Keep it to one page. Under 400 words is ideal. Use this four-paragraph structure:

Paragraph 1 — Opening

Why you're writing and why *this* role/company specifically. Skip the formal preamble. 2-3 sentences.

Your opening:

Paragraph 2 — Mission and values fit

The genuine connection you have to what they're building. Be specific. "I love your company" is worse than saying nothing.

Your connection:

Paragraph 3 — Team fit

A specific example of how you work with others. "I'm a team player" is meaningless. Tell a 2-3 sentence story instead.

Your team-fit example:

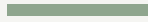
Paragraph 4 — Close

Brief restatement of interest and a clear next step. No "I look forward to hearing from you" — be specific.

Your close:

Pre-send checklist

- Under 400 words total
- One page maximum
- Addressed to a real person if possible (not "Dear Hiring Manager")
- Mentions the specific role title in the first paragraph
- Names the company at least twice
- Has at least one specific detail about the company (not generic praise)
- Contains a concrete team-fit example, not a self-description
- Closes with a clear, specific next step
- Read it out loud once before sending



READY TO TALK?

Want a real human to review your cover letter line by line?

Book a free 15-minute consultation at westwoodconsulting.ca