JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

Cover Letter Template Mastery — Research, Personalize, Automate, Follow Up

Build a master cover letter and a repeatable system to personalize it in minutes (or automatically), backed by real company research and clean outreach.

📌 **Updated for 2026** 🧾 **≈2¢** Per AI customization (source-reported example)

📣 **@jobhacki** · JobHacki Community

🚀 Start Fast

Clear first steps you can take this week.

📋 Real Sources

Built from people who actually did it.

💰 Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Step 1 — 🎯 Choose your target and angle
- ☑ Platforms & tools
- ☑ Step 2 — 🔎 Research the company and role

- [x] Step 3 — 🧱 Build your master cover letter skeleton
- [x] Step 4 — 🧲 Extract and prioritize keywords

▸ MODULE 01

What you'll build

A master cover letter you can personalize in minutes for any role, plus an optional automation that pulls job posts, injects keywords, and drafts a ready-to-send version. You'll also get email and DM scripts for direct outreach and a simple tracking system to manage applications.

The guide shows both lightweight manual and AI-assisted workflows, and a scalable Make.com/n8n setup for high-volume applications.

1. One master letter + role-specific variants
2. Keyword extraction and proof bullet insertion
3. Email-ready letters and networking scripts
4. Google Sheet tracker with links and status
5. Optional Make.com/n8n automation at scale

▸ MODULE 02

Platforms & tools

Lead & Outreach — 1 free · 7 paid

LinkedIn · Cal.com · Loom · Upwork · Apollo · Smartlead · Fiverr · Instantly

Website Builders — 0 free · 2 paid

Lovable · GoHighLevel

AI Models — 0 free · 5 paid

ChatGPT · Claude · Gemini · OpenAI · Anthropic

Dev & Hosting — 0 free · 2 paid

GitHub · VS Code

Automation — 1 free · 3 paid

Make.com · n8n · Apify · Zapier

▸ MODULE 03

Step 1 — 🎯 Choose your target and angle

Clarify the exact roles you'll pursue and what proof you'll show. Ask: which job descriptions spark curiosity, what background you bring, what evidence you can show now, what your local market wants, and where you want to be in three years.

> **Tip**
>
> Build your letter toward the role you want next, not only what you did before.

▸ MODULE 04

Step 2 — 🔎 Research the company and role

Review the posting and company pages. On LinkedIn, note team members, tenure, and language they use. Capture mission, product lines, and recent news. Identify 3–5 hard-skill keywords and 3–5 soft-skill themes you must mirror.

RESEARCH LINKS

LinkedIn company + people — Find hiring manager and team ↗

Indeed job search — Save the exact posting ↗

> **Tip**
>
> Weave in posting keywords verbatim where natural; many screeners scan for exact terms.

▸ MODULE 05

Step 3 — 🧱 Build your master cover letter skeleton

Create one rock-solid template that rarely changes: hook, alignment sentence, 2–3 proof bullets, and a concise close. Personalize only the hook, keywords, company tie-ins, and proof metrics.

TEMPLATE — GENERAL PROFESSIONAL

Subject: [Personalized hook for [Name]]

Dear [Hiring Manager Name],

I’m excited to apply for [Role Title] at [Company]. Your focus on [Company Priority/Value] and [Team/Initiative] resonates with my work delivering [Relevant Outcome] for [Audience/Domain].

Highlights I’d bring to [Company]:
- [Proof Bullet #1: metric + what + how + tool]
- [Proof Bullet #2: metric + what + how + tool]
- [Proof Bullet #3: metric + what + how + tool]

I’d love to contribute to [Specific Team/Project] and help [Desired Outcome] in [Timeline/Scope]. I’ve attached my resume and can share more detail on [Relevant Project].

Thank you for your time,
[Your Name]
[Phone] • [Email] • [Portfolio/LinkedIn]

TEMPLATE — SALES / BDR

Subject: [Personalized hook for [Name]]

Dear [Hiring Manager Name],

I’m applying for [BDR/AE Role] at [Company]. Your growth in [Market/ICP] and emphasis on [Sales Motion/Channel] align with my experience creating pipeline and booking qualified meetings across [Territory/Segment].

Proof I can contribute fast:
- Sourced [#] SQLs/mo via [Channel], maintaining [Conversion %] from outreach to meeting
- Exceeded [Quota %] for [#] quarters through [Cadence/Channel] and [Personalization Tactic]
- Partnered with [CS/SE/Marketing] to reduce cycle time by [X%]

I’m eager to help [Company] accelerate [ICP] adoption and hit [Near-term Goal]. Thanks for your consideration.

Best,
[Your Name] • [Phone] • [Email] • [LinkedIn]

TEMPLATE — CUSTOMER SUPPORT / HEALTHCARE ADMIN

Subject: [Personalized hook for [Name]]

Dear [Hiring Manager Name],

I’m excited to apply for [Support/Admin Role] at [Company]. Your mission of [Patient/Member Outcome] and commitment to accuracy and empathy match my background in [Healthcare/Admin/Support].

What I bring:
– Processed [~500+/week example-only] records at [~99% example-only] accuracy while meeting SLAs
– Hands-on with [Zendesk/Intercom/CRM] ticketing, HIPAA-compliant workflows, and Microsoft Office
– Clear, calm communications across email, chat, and phone; documented SOPs to reduce errors

I’m ready to support [Team] in managing requests, authorizations, and records with precision.

Thank you,
[Your Name] • [Phone] • [Email]

TEMPLATE — TECHNICAL / DATA

Subject: [Personalized hook for [Name]]

Dear [Hiring Manager Name],

I’m applying for [Data/Engineering Role] at [Company]. Your work on [Platform/Use Case] and focus on [Metric/Scale] align with my experience shipping data products end-to-end.

Selected impact:
- Built [Pipeline/Model] with [Python/SQL/JSON/API], improving [Metric] by [X%]
- Visualized insights via [matplotlib/seaborn] to inform [Decision], reducing [Cost/Time]
- Automated [Task] that saved [Hours/Week] using [Tool/Script]

I’m keen to help [Team] ship reliable, measurable outcomes.

Best regards,
[Your Name] • [Portfolio/GitHub] • [LinkedIn]

TEMPLATE — ENTRY-LEVEL / FRESHER

```
Subject: [Personalized hook for [Name]]

Dear [Hiring Manager Name],

I'm excited to apply for [Role] at [Company]. I recently [Graduated/Completed
Program] in [Field] and have built a foundation in [Top 3 Skills] through
[Projects/Internships/Coursework].

Early evidence:
- [Project/Internship]: contributed [What], resulting in [Outcome]
- Strengths: time management, collaboration, communication, resilience
- Tools exposure: [Relevant Tools/Systems]

I'm enthusiastic, quick to learn, and eager to grow with your team.

Thank you,
[Your Name] • [Phone] • [Email] • [Portfolio/LinkedIn]
```

Tip

Template most of the letter yourself; let AI fill only the variable parts (hook, keywords, proof bullets) to keep tone consistent.

▸ MODULE 06

Step 4 — 🧲 Extract and prioritize keywords

From each posting, pull exact keywords and must-haves to mirror in your letter. Prioritize 5–8 that appear repeatedly, plus any regulated terms (e.g., HIPAA) and tool names (e.g., Zendesk, Python, SQL).

PROMPT — KEYWORD EXTRACTION (JSON)

```
System: You extract hiring signals.
User: From the job post below, return a compact JSON with fields: {
  "company":"",
  "role":"",
  "top_keywords":["..."],
  "top_requirements":["..."],
  "tools":["..."],
  "tone":"concise|warm|technical|customer-first",
  "team_focus":"sales|support|engineering|operations|other",
  "nice_to_have":["..."],
  "forbidden_phrases":["..."]
}
Only output JSON. Job post:
[PASTE JOB POST]
```

> **Tip**
>
> Treat AI like an API: feed structured input and request strict JSON output for easy downstream use.

▸ MODULE 07

Step 5 — ✍️ Draft your tailored version

Use your skeleton and the extracted keywords to generate a concise, human cover letter. Keep your voice consistent and plug in 2–3 proof bullets with metrics.

Platform	What to do in this step
ChatGPT	Paste: (1) your skeleton, (2) JSON keywords, (3) resume snippet or proof bullets. Prompt it to only fill [BRACKETS], keep 180–250 words, mirror tone, and bold 2–3 exact keywords. Use a structured output parser if available.

Platform	What to do in this step
Claude	Send the skeleton + JSON + 3 proof bullets. Instruct: return a single paragraph + 2–3 bullets, no flowery language, 200–300 words, first line personalized to [Company].
Google Docs	Duplicate your master skeleton. Use Find/Replace to swap [Company], [Role], [Keywords]. Paste in 2–3 numeric proof bullets. Read aloud for flow.
Make.com	Add an OpenAI module with a system prompt: “Fill only variable fields in this cover-letter skeleton.” Feed job post + JSON keywords. Write output to Google Docs and add a row to Google Sheets with the link.
n8n	Add an AI agent node with system instructions to analyze the job vs your resume and output a structured object {hook, bullets[], close}. Map fields into your Google Doc template and log to Sheets.

Tip

Prefer stronger models for quality; smaller/faster models are cheaper but may produce thinner results.

▸ MODULE 08

Step 6 — ✂️ Trim, humanize, and front-load value

Aim for 180–300 words. Make line 1 specific to the company. Convert jargon to plain English, remove clichés, and keep bullets tight. Your goal: signal fit in 8–10 seconds of skimming.

Tip

Most readers skim; front-load your strongest keyword and metric in the first 100 characters.

▸ MODULE 09

Step 7 — 📏 Add metrics and domain keywords

Quantify proof bullets where possible and mirror role-specific tools. Use examples like processing volume, accuracy, response times, conversion rates, cycle time, or saved hours.

> **Tip**
> If you can’t state your results or metrics, your value is hard to see. Draft them first, then shape the story.

▸ MODULE 10

Step 8 — 📹 (Optional) Add a 60–90s Loom intro

Record a short Loom explaining why this role, one proof story, and your call to action. Link it at the end of your letter or email signature to boost response rates.

> **Tip**
> Scroll through the company’s site/LinkedIn while speaking so the video doesn’t look like a static screenshot.

▸ MODULE 11

Step 9 — 📊 Create a tracking sheet for roles and letters

Organize everything in Google Sheets. Keep one row per application with links to the exact cover letter and resume used, plus status and dates.

SHEET COLUMNS

```
Position Name | Job Type | Company Location | Description | URL | Cover Letter Link | Resume Link | Date Created | Posted At | Scraped At | Status | Next Follow-up
```

> **Tip**
>
> Map fields tightly if you automate later: dates, doc links, and a short justification note make triage fast.

▸ MODULE 12

Step 10 — 📧 Email it the right way

When an email is available, send a concise note and paste your cover letter in the body (attach resume, not the letter). If no direct email, apply normally and still email the most relevant contact.

PROMPT — EMAIL TO HIRING MANAGER

```
Subject: [Personalized hook for [Name]]
Hi [Name],

I hope you’re having a good week. I see you might be leading the hiring process at [Company] and I wanted to personally pass along my resume for the [Role] you have open. I’d love the opportunity to share how my background could be an asset. Cover letter below for convenience.

[PASTE COVER LETTER BODY]

Hope to hear from you soon,
[Your Name]
[Phone] • [LinkedIn] • [Resume Link]
```

> **Tip**
>
> Avoid heavy attachments and portfolio zips; links reduce friction and increase opens.

▸ MODULE 13

Step 11 — 🤝 Follow up and network smartly

Apply, then reach out to three people: recruiter/hiring manager, someone in the role, and a senior leader adjacent to the team. Ask for insights or a quick chat; don’t hard-sell your candidacy.

PROMPT — INFORMATIONAL INTERVIEW DM (LINKEDIN)

```
I'd be very interested to get your expert opinion on this industry and where
it's going, could you spare some time?
```

PROMPT — SALES TEAM CULTURE CHECK (EMAIL)

```
Subject: [Personalized hook for [Name]]

Hi [Name],

See that you’ve been on the [Team] at [Company] since [Year]. I’m exploring
opportunities on the team and wondered if you’d share a bit about the culture
and day-to-day. Appreciate any insight.

Thanks in advance,
[Your Name]
```

PROMPT — ASK IF THEY'RE INVOLVED IN HIRING (EMAIL)

```
Subject: [Personalized hook for [Name]]

Hey [Name],

See that you've been leading the [Team] at [Company] since [Year]. I'm
exploring opportunities on the [Team] and wondered if you're involved in the
hiring process. I'd value a brief conversation to see if my background aligns.

Thanks in advance,
[Your Name]
```

PROMPT — IF ASKED FOR AN APPLICATION NUMBER YOU DON'T HAVE

```
Subject: [Personalized hook for [Name]]

Hi [Recruiting/HR Email],

I recently applied for the [Role] at [Company] but don't have an application
number. Could you help me locate it or confirm my application is on file?

Thank you,
[Your Name] • [Email]
```

> **Tip**
>
> Cold LinkedIn messages after applying are often ignored. Email first; use DMs for learning and warm intros.

▸ **MODULE 14**

Step 12 — 📝 (Optional) Intake form for fast personalization

Create a Typeform that captures your core highlights once, then reuses them across letters. Store responses in Google Sheets for quick mail-merge or automation.

FORM FIELDS TO INCLUDE

```
First Name (required)
Last Name (required)
Email (required)
Phone
Top 3 proof bullets (metrics)
Top tools (e.g., Zendesk, Python)
Role targets (dropdown)
Loom link (optional video intro)
```

> **Tip**
>
> Use a two-step automation pattern: watch new responses, then list responses to retrieve mapped answers reliably.

▸ **MODULE 15**

Step 13 — 🤖 Automate at scale with Make.com (optional)

Build a scenario that finds jobs, creates a tailored cover letter, and logs everything. Keep human review before sending to avoid misfires and respect terms of service.

SCENARIO OUTLINE

```
1) Trigger: Manually or via Apify “watch actor runs” for Indeed bulk scraper
(set job title, location, max items)
2) Process: OpenAI module fills only variable fields in your skeleton using the
job post + extracted keywords
3) Sanitize: Set Multiple Variables to format text (replace newlines as needed)
4) Store: Google Sheets – add a row with job data and the Google Doc cover
letter link
5) Review: (Optional) Gmail draft or Slack preview for manual approval
6) Delay/Retry: Use Hookdeck for long delays; use Break and Ignore modules for
rate limit handling
```

> **Tip**
>
> Don’t auto-apply to jobs from scrapers; it risks terms violations and reputational harm. Keep a review step.

▸ **MODULE 16**

Step 14 — 🧩 Automate with n8n (optional)

Create a flow that ingests a job post, analyzes fit, drafts your letter, and writes to Sheets/Docs. Keep the AI agent focused and use a separate extractor for contact fields.

FLOW OUTLINE

```
1) Google Sheets credentials: create Google Cloud project, enable Sheets API,
configure OAuth, add redirect URI, approve warning via Advanced, connect
2) OpenAI node: add API key and choose a strong model for better quality
3) AI agent node: system message to analyze job vs resume and output {hook,
strengths, weaknesses, risk, reward, fit, justification, bullets[]}
4) Information extractor: parse your name and email from resume text for letter
header
5) File handling: branch for doc/pdf/txt inputs to extract resume text cleanly
6) Mapping: write job, letter link, strengths/weaknesses, and justification to
Google Sheets
7) Execute and review: run on a few postings, then expand
```

> **Tip**
>
> Use a structured output parser to split strengths, weaknesses, fit, and justification into separate fields for easy review.

▸ **MODULE 17**

Step 15 — 🧪 Wireframe and test your flow

Sketch a quick process map (inputs → transforms → outputs). Test with a handful of postings and verify Sheet rows, Doc links, and email drafts. If an error appears, re-run with logging and fix iteratively.

TEST CHECKLIST

- ▢ Letters contain exact posting keywords
- ▢ First line is personalized
- ▢ 2–3 bullets include metrics
- ▢ Links open (Doc, Resume, Loom)
- ▢ Sheet row added with correct mapping
- ▢ Draft email created for review

> **Tip**
>
> Wireframe before building; it prevents rework and clarifies where AI vs. rules handle each task.

▸ MODULE 18

Step 16 — 👩‍🎓 Handle edge cases confidently

- No experience/fresher: lean on education, projects, achievements, and enthusiasm; use the Fresher template. - Healthcare/support roles: highlight HIPAA, medical terminology, Zendesk/Intercom, accuracy, and calm communication. - Application portals: if asked for an application number you don't have, email recruiting politely (template above). - Location/schedule constraints: check any state/timezone restrictions in postings before applying.

> **Tip**
>
> Read the job description carefully before interviews so your examples align with their must-haves.

▸ MODULE 19

Step 17 — 🧰 Role-specific keywords (quick reference)

- Support/Admin: HIPAA, medical records, medical terminology, customer service, administrative support, healthcare, Zendesk, Intercom, Microsoft Office. - Technical/Data: Python, basic SQL, API reading, JSON, pandas, matplotlib, seaborn. - Sales/BDR: pipeline, SDR/BDR, meetings set, conversion rate, cadence, personalization, CRM.

▸ MODULE 20

Step 18 — ✅ Final QA and send

Final pass: tighten the hook, confirm keywords, ensure proof bullets have metrics, and check links. Paste the letter in your email body, attach resume, and log the application in your Sheet with a follow-up date.

▸ MODULE 21

Mistakes to avoid

⛔

LETTING AI WRITE EVERYTHING

Keep a stable skeleton; have AI fill only variable parts to maintain tone and reliability.

⛔

IGNORING JD KEYWORDS

Many screeners look for exact phrases; mirror them naturally in your letter.

⛔

AUTO-APPLYING FROM SCRAPERS

Risky and against some terms; always review before sending.

⛔

OVERLOADING THE AI AGENT

Split extraction and drafting; structured outputs keep data reliable.

⛔

BULKY ATTACHMENTS

Use links for portfolios; attachments reduce open and click rates.

⛔

DMS ONLY AFTER APPLYING

Cold LinkedIn messages often get buried; email first, then seek warm intros.

⛔

NO WIREFRAME

Skipping a quick process map leads to brittle automations and rework.

⛔

WEAK OR NO METRICS

Without quantification, the value of your bullets is unclear.

⛔

WRONG FILE HANDLING

If automating, handle doc/pdf/txt branches correctly to avoid extraction errors.

▸ MODULE 22

Salary Estimate

$24–$30/hr

Park Aid customer support associate, overnight or floating schedules (source-reported)

$20–$22/hr

Seresti Health enrollment specialist (inside sales) (source-reported)

$50–$60/survey

Prolific research surveys (occasional supplementary income, source-reported)

$1,500–$2,000/mo

Example value-based monthly retainer for an AI voicemail service (source-reported example-only)

▸ MODULE 23

Resources

RESOURCES

LinkedIn	Company pages and team research ↗
Indeed	Find and save job postings ↗

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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