<Insert Date>

<Insert Company Name>

<Insert Address>

Dear Sir or Madam,

For the first intro paragraph, throw in 1-2 personal comments that FIT the position. Don’t force the personal fact into your cover letter. It should organically happen. Like for me, I really do love learning and technology, and the fact that I’m a mom makes me more interested in the Education Technology (EduTech) industry that I’m trying to break into. Plus, adding the “tiger mom” stuff and the commute part shows my light hearted side.

I was delighted to find your job posting for the **<Role>**. As a Tiger Mom, I have been an **avid learner** and technophile since I can remember, and with a toddler who’s entering the “Thankless Threes”, I am very much interested in working for <Company Name> and appreciate living in the state that bred it. Plus, on a side note, I live literally **one block** from your <redacted> office, I could not ask for a better commute.

For these bullets below, this is your highlight reel. Make sure you add up how much you made and saved for your last companies. Summarize all your achievements here. Take their company values and find in your career where you exemplified them.

* With a rare combination of **over** **20 years** in IT and **over** **10 years** in Business Development, I bring the convergence of Technology and Business to **<company name>** – it makes me a great asset as a <role> for you, since I will really understand **Go2Market** strategies better than most IT folks.
* I have delivered **$2-10M** products/projects, at an average of **15-28%** profit margin, with minimal delays, hitting *on-time schedules*. In my career lifetime, I have made and saved over **$20M** for **Fortune 50** and **500** companies in both the private and public sectors.
* I have led development of countless DoD and VA healthcare systems servicing **20+million unique patients**, using the underlying **.Net framework** that drives your <the company’s technology> framework.
* Reliability, performance, scalability, extensibility, supportability, and power have and will always be a big deal in my world – those values don’t change crossing over to <the company’s name>. The needs of K-12 school districts are no different from the customers I’ve supported in the past – I address their needs with groomed and prioritized **backlogs**; well-defined **personas**; succinct **stories** with **acceptance criteria** and a clear **definition of done**; and finally, user acceptance testing, as I am the final approver of what is accepted for **production readiness**.
* Though I may not have direct EduTech experience, I have proven Product Development experience and I have worked in the Education environment, having worked at the **<a well-known education institution>** in the past.
* Furthermore, I am a quick study and **incredibly innovative** one at that – as you will see in my resume. I had **ZERO** **experience** in the Travel Technology world, yet I was able to **quickly adapt** and vastly evolve one company’s systems from Day 30 onward. Part of my process is my ability to **immerse myself** into the product – **osmosis learning**. You will see from my enclosed resume that I exceed all of these qualifications and more.

Having an experienced outsider like me enter your world increases divergent thought and reduces complacency. **What new and forward-thinking ways could I help you MAKE or SAVE a great deal of money, as your <role>?** Let’s find out – give me a call or text at <your cell phone number> or email me at <your email address>.

Thank you for taking the time to read my cover letter. I have never put so much thought into one, but the idea of working for <company name>, a leader in EduTech, and making a difference is sheer bliss for me.

Sincerely,

<Your Name>

Enclosure(s): 1