

## 1. THE OPENING SALVO

- The Personal Connection**  
Reference a specific company achievement or values-based goal that genuinely excites you.
- Specific Role ID**  
Clearly state the position you are applying for and how you discovered the opening.
- Avoid the Generic**  
Find the hiring manager's name if possible; avoid "To Whom It May Concern."

## 3. STRUCTURE & TONE

- Concise Messaging**  
Keep the content to 3-4 tight paragraphs. Respect the reader's time.
- Enthusiastic Professionalism**  
Strike a balance between being highly professional and showing genuine energy.

## 2. NARRATIVE & FIT

- The "Why Them?"**  
Explain why this specific organization is your target, not just why you need a job.
- The "Why You?"**  
Connect your top 2-3 most relevant achievements directly to their current needs.
- Beyond the Resume**  
Don't just repeat your resume; provide context and the "human" story behind the data.

## 4. THE CLOSING PITCH

- Call to Action**  
Clearly state your desire for an interview and mention your availability.
- Branded Header**  
Ensure your name and contact info match the design of your resume for consistency.

### SQUATCH METHODOLOGY: RANGE, FREQUENCY, & SCALE

**Range:** Mention the scope of projects you have touched. (e.g., Coordinating across multiple time zones or departments).

**Frequency:** Highlight the consistency of your success. (e.g., Consistently meeting 100% of quarterly goals for three years).

**Scale:** Use large-scale numbers to grab attention. (e.g., Contributing to a project that generated a 30% increase in efficiency).