






# How to Use AI to Craft Compelling Cover Letters


## 1 Give Your AI Tool the Background

 **Prompt:** "Here is the project background from the RFP. Just read and summarize. Don't do anything with it yet."


 **Tip:** Include RFP summary, project scope, site visit notes, and sales insights.


## 2 Add Context for Win Themes

 **Prompt:** "Based on the info provided, help identify 3 win themes based on the strengths of our firm that address this client's challenges."


 **Tip:** Define what a win theme is. Limit the number to 3.  
*Example input: "We've completed 20+ K-12 projects. We specialize in secure school design."*

## 3 Set the Tone & Structure

 **Prompt:** "Write a proposal cover letter that starts with a hook reflecting a client challenge or goal. Highlight our 3 win themes."


 **Tip:** Include tone instructions (e.g., "professional but engaging") and prohibited phrases (e.g., "pleased to present" or other generic/overused phrases).

## 4 Input Placeholder Info

 Add fake or de-identified company/project names to protect privacy.

 **Tip:** Never include sensitive or unapproved info; follow your firm's AI policy.

## 5 Refine, Review, Repeat

 Use AI to generate multiple options for hooks or closings. Then, ask yourself the following questions:

- Does the hook reflect the specific client/project?
- Are the win themes clearly linked to the client's needs?
- Is the tone appropriate and engaging?
- Have I removed generic "AI-speak" fluff?
- Did I customize and wordsmith the final result?

*Always edit for clarity, tone, and client impact. AI gives you the first draft—your expertise makes it great.*