

COVER LETTER/APPLICATION LETTER TEMPLATE AND SAMPLES

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Here's a template you can use as a basis in writing your cover letters when responding to job posts or sending your pitches directly to your prospect clients. This is based on the best practices shared by long-time and successful freelancers like Ed Gandia and our fellow Pinay, Celine Roque.

SALUTATION

WARM & MEANINGFUL CONNECTION

INTRODUCTION

BENEFIT OR VALUE STATEMENT

INVITATION TO CONNECT aka CALL TO ACTION

If you need to write a **subject line**, make it **straightforward or include a benefit** your services will bring to your prospect's business should he hire you.

Examples:

Let me help XYZ company create compelling blog posts

Let me lighten the writing workload of yourwebsite.com

Re your job post for a web content writer

And as promised, below are some sample cover letters to help you get started.

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SAMPLE DIRECT PITCH

Subject: Let me help blank.com with its blogging efforts

Hello client,

Congratulations on your recent ventures. Being an early adopter and entrepreneur is truly worth emulating.

I'm writing because I think I can help lighten your workload of writing content for your site and social media accounts. I'm a freelance writer and marketer who works with businesses to create blog posts, newsletters, and other compelling content.

Over the last 4 years, I've helped companies similar to yours grow their online visibility via their blogs and social media pages. I'd like to help you do the same.

If this is something you'd be interested in, please feel free to let me know.

Thank you for your time.

Regards,

(Your Name)

SAMPLE JOB AD RESPONSE

Hi client,

I saw that Your Business is currently looking for an Online Content Writer and I'm writing to see how I can help. I have more than 4 years of experience in online content writing and marketing for B2C businesses.

That said, I'm okay with working on a contract and remote basis as mentioned in your job post especially since this is a cost-effective way for many businesses to accomplish their online promotion goals.

Should you need more information on how I can help you, please reply to this email and let me know.

Thank you for your time.

(Your Name)