TEMPLATE 1: Highlight your industry experience

Hello [CLIENT'S NAME]!

It's exciting that your company is looking to do [PROJECT TYPE]!

I understand that finding the right fit for your [PROJECT] is a top priority. Getting the right [PROJECT DELIVERABLE] is critical to your company's growth and success.

With [X] years of experience in [INDUSTRY], I have worked with companies just like yours on many similar projects. For instance, I…[PAST PROJECT EXAMPLE]. This gives me just the right experience and perspective that you're looking for.

I've attached some samples for your review.

I would be happy to discuss your project needs and how I can help you meet them.

I look forward to talking to you!

[YOUR NAME]

TEMPLATE 2: Highlight your relevant experience and interest

[CLIENT'S NAME],

Your post for the [JOB TITLE] stood out to me because it is extremely similar to the work I've provided for many of my other clients.

Have you had previous projects like this that gave you the results you needed? What worked and what didn't?

The biggest mistake I've seen other companies make when embarking on [PROJECT] is not thinking of [DETAIL].

In order for the project to be successful, you have to [PROJECT TASK]. One example of similar projects that I've handled in the past includes [PROJECT EXAMPLE], where I helped my client successfully [OUTCOME].

Are you available to talk about your project more this week? When is the best time for you?

Thanks again for using Upwork!

[YOUR NAME]

TEMPLATE 3: Highlight your skills and expertise

[CLIENT'S NAME],

Your [PROJECT] caught my eye because of the unique challenge it o-ers. I particularly liked [SPECIFIC DETAIL], which aligns with my work values and goals.

Did you know that in [INDUSTRY], only [%] of [JOB TYPE] projects are completed with successful results?

A project like this really needs someone with [SKILL] to think through [PROJECT DETAIL].

I have no doubt I can provide this because I've already helped [NUMBER] other clients just like you with [PROJECT TYPE].

I've attached some recent examples of work I've done, and I can provide other references if you'd like.

How about we connect and go over exactly what you're looking for in a [JOB ROLE]? What's your schedule like?

Thanks!

[YOUR NAME]