

## Cover Letter

Hi [redacted] team,

I see you're looking for a developer proficient in Ruby on Rails and AngularJS to complete an existing project!

Your project reminds me of one of my previous projects called "[redacted]". It's a SaaS app used for managing travel plans. I developed this application using Ruby, Ruby on Rails and Postgres. For the front-end, I used HTML5/CSS3, JavaScript, jQuery, and Twitter Bootstrap. I even deployed this app to Heroku. This app uses Devise for user registration and authentication and it also has an admin area where users can log in using their email and password.

You can try out this app yourself here: [http://\[redacted\].com](http://[redacted].com) and you'll find the source code on my GitHub account: [https://github.com/\[redacted\]](https://github.com/[redacted])

Will you be available for a quick, 5-minute call? Click here to schedule a time for a call: [http://calendly.com/\[redacted\]](http://calendly.com/[redacted])

Thanks for your time,

[redacted]  
[\[redacted\] less](#)

## Cover Letter

Hello!

First of all, magnetics ARE cool. And you've honed in already on some compelling language using that CNET quote... "Lego for the 21st Century"? I mean, that's a killer line.

Secondly, I love that you're trying to bring voice to this project. I can't tell you how many companies are scared to sound human in their copy. (Hint: it's a lot.)

And since I'm gushing here, I ALSO love that Little Big Planet video. It reminded me of being a kid and visiting San Francisco's Exploratorium. It felt like magic, not science.

So it sounds like you need a script writer who can tie together the actual science behind magnetism, but inject it with enthusiasm and a little bit of magic.

I read through your project sheet and think the video needs to incorporate more storytelling. We can't just tell them how cool magnets are, but the myriad possibilities of creation in their daily lives. To open up that sense of wonder again.

For example, watch this video I wrote, produced and starred in for tech giant, [REDACTED]:  
[https://www.youtube.com/\[REDACTED\]](https://www.youtube.com/[REDACTED])

We didn't just tell pros how to use the platform—we illustrated real-life stories that could help relate a tricky piece of technology to their real lives. Make sense?

I'd love to talk more about this. Want to [REDACTED] ?

Best,

[REDACTED]

## Cover Letter

"██████ did a TERRIFIC job on my email campaign. She was able to advise me on how to structure the mailing, setup Mailchimp for me, cleaned up my lists, did email tests ... and made sure the lists went out on time. HIGHLY RECOMMENDED"

The above testimonial, taken directly from my Upwork profile, is from a recent client who also needed a list cleaned and MailChimp set up quickly so he could start sending out his monthly newsletter to his list of over 4,000 subscribers.

Not only would I be able to help you set up MailChimp ASAP, but I could also advise on best practices for email copywriting and write the emails for you if needed.

Here is an email I wrote and designed as part of a promotional campaign for a local juice company:

<https://www.upwork.com/att/download/portfolio/persons/uid/████████████████████/profile/projects/files/████████████████>

The goal of the campaign was to generate new leads and grow the company's mailing list. The email includes easy ways for the customer to share the offer with friends and colleagues and a clear CTA.

This is an email I wrote for a drip campaign:

<https://www.upwork.com/att/download/portfolio/persons/uid/████████████████████/profile/projects/files/████████████████>

The sample above was part of a series that offered quick, simple tips for improving marketing emails. By providing valuable information in each email, I was able to transition into a pitch for the client's ebook without being overtly salesy.

I'd love to hear more about your business and this project. How big is your email list? [less](#)

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What challenging part of this job are you most experienced in?

Hi ██████,

Email newsletter design can actually be rather tricky for two reasons:

-You want your email to look pretty and work correctly across multiple email platforms and different devices. Nearly 68% of all emails are opened on mobile but the majority of conversions occur on desktop. So you need your email to look great on both.

Newsletters tend to contain many different pieces of content. Because of this, they are notorious for being cluttered and often overwhelm the reader. A clean, crisp design and layout is key to creating a great user experience (and improving your click-throughs).

-You want subscribers to actually read your email and click your links! Because newsletters link out to so many different pieces of content, you want to make sure your copy is spot-on and that your CTAs really stand out so you can maximize your click-through rate. [less](#)