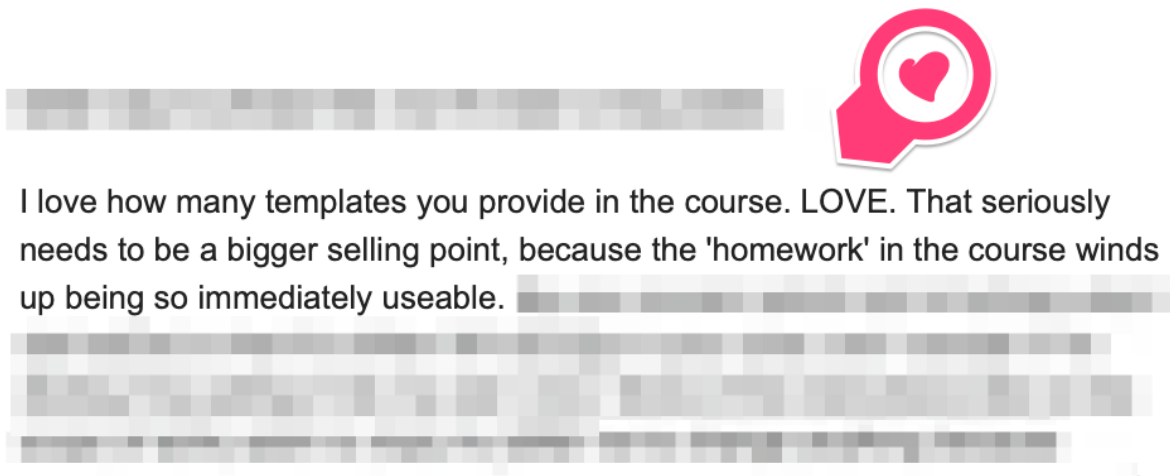


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The Best Upwork Cover Letter Calls-to-Action (CTAs)

This goes in your Upwork proposals, so you can tell clients exactly what they should be doing next to work with you.

Also, did you know that we give you **over a dozen full cover letter templates** in our [Upwork Profile & Proposal Academy](#)? And apparently, the templates are awesome, and we should market them more as a selling point.



How to use this template:

- Your #1 goal with your CTA is to **get the meeting** - remember, you're **not** trying to get them to hire you after receiving a single message from you
- These are templates, don't copy them word-for-word. Templates are meant to be customized.
- Normal text are notes. *Italicized text are the CTA examples.*

1. Guide them through it

This one is tried-and-true. Understand that not every client is an expert on Upwork and knows what to do. For the most part, it's actually the opposite - **they probably don't know exactly what comes next, or what they should do**. So let's guide them:

If it sounds like a good fit, then let's connect today. Here's how:

-Click the green Send a Message button

-Send me a message, and feel free to let me know any other details you think might be relevant

-Press the green "Schedule a Meeting" button and choose a time for a Zoom meeting

Hint: Make sure you have your calendar configured and linked to Upwork!

2. The classic one-liner

Some people don't like having to read through multiple steps - try this straightforward one-liner to see how it performs for you:

To move forward, the best next step would be to meet up on a quick Zoom to chat more about the project and see if we're a fit! Just message me below and we'll get it set up.

3. Shoot me a message

Simple is beautiful. This one is as straightforward as it gets:

Shoot me a message and let's get together!

4. The casual bait

In your proposal, if you've hinted at what you can do for them (or something **really interesting or different** that they can do to really succeed) but not given them 100% of what they need to run off and do it themselves, then here's how you can spice it up a little bit by pointing to them sending you a message as the logical next step toward working together.

Want to learn more about how we can get this done? Shoot me a message and we'll talk more.

When done well, this can be great for creating intrigue.

5. Free for a call now?

There's no time like the present, right? You're also showing you're focused on what's important to **them** in doing a great job on this:

I'd love to get together and talk through your project and what's important to you. Are you free for a call now?

6. Can you get together today to discuss?

Nothing beats getting in touch with a client faster than anyone else. Choosing a freelancer is often like finding something you lost in your house: it's always in the last place you look... because after you found it, you stopped looking!

Can you get together today to discuss? I have a few spots this afternoon at 1:00pm, 2:30pm and 4:00pm EST - just let me know that works and we'll set it up.

Hint: Provide multiple specific times that you can meet, spread out over the period of a day.

7. Full schedule, but...

This one is great if you have the Upwork app installed and really want to win clients (and their timezone is not too far from yours!). You'll see when they respond - so as long as you're awake

My schedule is looking pretty full this coming week but I can actually meet now - are you available for a quick chat?

You can also add something to the effect of the below, but bear in mind that you are "watering down" your CTA by giving them a way out:

Otherwise, shoot me a message and I can ping you my scheduling link to set up a time.

8. Here's what we'll talk about...

One way that can be helpful for clients is to show them the road ahead - give them a couple of the subjects you'll cover on the call that you'll do. Not only will that get them thinking, they'll also get more mentally invested in potentially working with you.

Next step would be to set up a call, where we'll cover:

-Your current situation

-Where you want to be

-How I can potentially help get you there

Hint: Customize this to fit the main/most important topics that you typically need to know about in order to fully scope out the job.

9. Advanced: Ratchet up the pressure

This is a scarcity tactic that can be very effective if you have a bit of experience under your belt and do great work. Try this one:

My plate is filling up but I have two spots left - I think there could be a fit here, so why don't we hop on a call to talk about your needs? I can hold a spot for you either later today at 3:30pm, or tomorrow at 11:00am - do either of those times work for you?

I'm looking forward.

This one isn't for the faint of heart, but if you've put in a lot of work on your profile and work examples, it can be a powerhouse in getting meetings booked.

10. It'll only take a few minutes

Lots of people are looking for things fast. Pointing to the fact that you'll be able to quickly give them an answer about their job can be a great way to be the first person to get them on a quick call (or even just exchange messages with you!).

Why don't we hop on a quick call and talk about what you're looking for? I should be able to get you an answer on whether we're a fit with just a few minutes' chat.

Be careful with this one though - when you get on a quick call with people and it's going well, people often want to go longer because they feel like they've found the right person - you don't want to be giving away your time for free!

If you want to learn more about how to handle situations like this, we talk more about that in the [Academy](#).