

Upwork Proposal Templates

Writing a compelling cover letter to go with your proposal is critical to winning amazing projects on Upwork. Here are a few templates that contain some tips and best practices. You can use them as starting points when you write your first proposals. Remember to always customize your cover letter to highlight your unique skills, personality, and industry experience that address the needs of the client.

TEMPLATE 1: Highlight your industry experience

<p>Start with a custom greeting</p>	<p>● Hello [CLIENT'S NAME]!</p> <p>It's exciting that your company is looking to do [PROJECT TYPE]!</p>
<p>Make a connection with the client</p>	<p>● 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.</p>
<p>Share your relevant industry experience</p>	<p>● 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.</p> <p>I've attached some samples for your review.</p>
<p>Close with an invitation to discuss the project</p>	<p>● I would be happy to discuss your project needs and how I can help you meet them.</p> <p>I look forward to talking to you!</p> <p>[YOUR NAME]</p>

TEMPLATE 2: Highlight your relevant experience and interest

Open with why the project interests you

Ask questions that demonstrate your knowledge



TIP: You'll need to draw on your own experience for this and offer a scenario that fits this client's job post

Share relevant experience that shows your expertise

Show that you're available to talk

[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

Open with a detail about why the job interests you

Show your value by sharing relevant information

 **TIP:** You'll need to do your own bit of research to find the right fact to fit in here

Show confidence that you can deliver

Link to relevant samples

Close by inviting the client to connect

[CLIENT'S NAME],

Your [PROJECT] caught my eye because of the unique challenge it offers. 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]