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## Cover letter for upwork example

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Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesExperience AI-Powered Creativity Crafting an Upwork cover letter that wins you the job is one of the two things that drive new Upworkers crazy (the other being how to get approved on Upwork). This drove me crazy too when I started out. In fact, I must have spent countless hours and sent so many proposals before I started getting replies. I almost purchased a \$300 course just to get access to their community's Upwork proposal vault. If you're in a similar position, you have come to the right place. In this article, let's discuss how to write an effective Upwork proposal cover letter that will win you the job. Let's get this started!

When I started using Upwork, it was a while until I was able to land a contract. When I did manage to land my first contract, I thought I had cracked the code and all I had to do was submit the same cover letter again and again. Here's what that (cringy and embarrassing) cover letter looks like: (Good thing it happened before Upwork started banning users who submitted identical cover letters.)

Stick until the end and I will show you an example of an Upwork cover letter I used to land a premium deal with a client. Now, here's how to make your cover letters better: Sign up for exclusive updates, tips, and strategies Many job postings will require you to answer additional questions besides submitting a cover letter. Here's a good example: As you can see, the cover letter comes first followed by the additional questions you have to answer. Naturally, you may spend most of your energy trying to make that cover letter flawless and then, answer the additional questions with a one-line sentence only, like an afterthought. What you may not know is that when the client reviews your proposal, he will see the additional questions first. I discovered this when I posted a job on Upwork. Here's one of the answers I got: As you can see, clients will see the answers to the questions first. The cover letter will be the last element. That's why when you see questions in the job posts, focus your energy first on the questions. In a way, additional questions are more important than the cover letter itself. Whether it's an Upwork cover letter, a cold email, or a private message on Facebook, addressing the client by name has a great impact. After all, names are the sweetest and most important sound in any language according to Dale Carnegie's How to Win Friends and Influence People book. But does it really increase the effectiveness of your Upwork proposal? Well, calling the client by name is just the first part of making your cover letter more personal. It shows that you have done your research and most likely, the content of your cover letter isn't canned. As an example, let's say that you're the client and you need someone to write new articles on your website. One of the proposals you received is this: Would you hire him? Exactly! The question is, where will you get the name of the client? How to Find the Client's Name It's easy enough when the job post has the client's name. Like this: Unfortunately, only around 1 of 10 posts has the client's name. If this is the case, scroll down to the client's bio. You'll find the client's name there. But on the client's recent history, you will find two mentions of his name there. Some may have addressed the client as Mr. Darren, Karen, or John. To make matters easier, use the name mentioned in a review from a freelancer with similar services as you. Let's say that you're a content writer. A past content writer left a review and addressed the client as John. In this case, use John in your cover letter. There may also be instances when the client, together with his name, wrote the name of his company. There's a lot of gold in here simply because you can make even more research. One of my clients, when he posted the job, only displayed the company name. There was no clue about the recent history of his name. But since the company name was there, I was able to dig deeper. Here's a portion of the cover letter I sent that I'm quite sure caught his attention: This has led to an active partnership! (I can also confirm that working with his particular client's team is fun and exciting!) By that, I don't mean writing a line that says "I'm interested in your job post." There are usually two ways to do this: Make a suggestionOr ask a questionLet's use this job post I found about a client looking for a content writer for his travel website: Just because the job description was short, it doesn't mean you have to put in the same effort and make your cover letter short. This is often a mistake I see new freelancers do. But how will you add value to a post as short as this? If I were to submit a cover letter to do this job post, here's what I would do: Explain to the client what an awesome about us page is and what it contains. (If you're not aware, the about us page, in addition to telling your story, is an excellent waypoint to different pages or content on your website.)Include links to show him what I mean.Suggest how I can do the same.Ask him for a link to his website.

You can also show interest by mentioning something that only someone who dug deeper will be able to know. An example of this is the cover letter I showed in the earlier section where I mentioned something about the client's team. This part isn't much about the cover letter itself but on what job post you submit your cover letter. One of the things I noticed with different cover letters was that some clients who hired me were looking for freelancers with educational blog. From the client's recent history, you can be certain that he's only looking for freelancers with (super) low rates. One more thing: Avoid low-ballers. These clients will not pay you for what you're worth. You will only be wasting six cents which you could have used to submit a proposal to a premium project. Further reading: There are a few job posts that have a high budget but will actually pay you peanuts – they lure freelancers by posting big budgets. This is one of the things I shared in my tips for Upworkers article. It's perfect for those who are still starting out in Upwork. I have read numerous posts from "freelance guru"s that you don't need experience to land premium contracts. Although there's truth to it, it's not the whole truth. As a client myself, I would like to make sure that the freelancer has the capability to do the tasks and that he's willing to learn if he doesn't have the skills yet. However, freelancers who have previous similar experience and can prove it will most likely win the contract. Why? Because it's more certain that they will be able to do the job better and faster, which is a win for clients who go into hourly contracts with freelancers. In addition to experience, include samples of related work or outcomes that you know the client will love. For example, after including relevant samples of my work, this client has responded well to my cover letter and we ended up working together. If you don't have any relevant samples, just create one, and show it to the client. At the end of your cover letter, invite the client to do something. It's proven that they will likely do something if you tell them exactly what to do. It's tempting to say "Hope to hear from you soon" or "Hoping for your kind consideration," but it doesn't really invite the client to do something. Here are good examples of effective CTA (call to action): Hit that reply button over there to continue our conversation. (Favorite)How about we hop on a five-minute call to discuss our business needs? If you want to collaborate, let's discuss it more over the chat. I have been thinking about this with different clients and there are always three things that I think they would like to hear from me: I am available to take on more projects. I am ready to start working on your project immediately. I am looking forward to hearing from you soon. Best regards, [Your Name] Cover Letter Sample for Virtual Assistant Job Hello there! I am thrilled to submit my application for the Virtual Assistant position you have advertised on Upwork. With years of experience in administrative and customer service, I am confident that I can provide excellent support to your business. I have a strong command of various administrative tools, including Google Suite, Trello, Basecamp, and Asana. I am also proficient in managing emails, appointments, and social media accounts. As a Virtual Assistant, I understand the importance of being proactive, organized, and detail-oriented, which are all essential skills that I have honed over the years. I look forward to discussing how I can help you and your business. Thank you for considering my application. Best regards, [Your Name] Cover Letter Sample for Content Writing Job Dear [Client Name], I am excited to apply for your Content Writing job posting. As a skilled writer and editor, I believe that I can produce high-quality content that meets your needs and exceeds your expectations. I have experience in various forms of content writing, such as blog posts, website copy, social media content, and product descriptions. I am proficient in research and can write on a broad range of topics. I can also adhere to your editorial guidelines and produce content that is both engaging and informative. Thank you for your time and consideration. I would love to discuss how I can contribute to your content needs further. Yours truly, [Your Name] Cover Letter Sample for Graphic Design Job Dear Hiring Manager, I am excited to apply for your Graphic Design position and showcase my expertise in creating visually appealing designs that capture your audience's attention. I have extensive experience in various design software such as Adobe Photoshop, Illustrator, InDesign, etc. Additionally, I am well-versed in identifying the target audience and tailoring designs to meet the client's needs. I can produce designs for a variety of mediums, including print, digital, and video. I am knowledgeable in both the source and target languages and proficient in using various translation tools. I have an extensive background in translating various forms of content, including academic papers, legal documents, marketing materials, and web content. I can produce high-quality translations that are tailored to the client's needs while maintaining their intended meaning and tone. Thank you for reviewing my application. I am available at your convenience to discuss how I can help you with your translation needs further. Best regards, [Your Name] Cover Letter Sample for Social Media Marketing Job Dear [Client Name], I came across your Social Media Marketing job posting and believe that I can help you develop and implement a winning social media strategy. I have years of experience in social media marketing and can produce results-driven campaigns that engage your target audience and increase brand awareness. I am proficient in using various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. I have experience in creating social media content, developing social media calendars, and tracking social media analytics. Moreover, I can tailor my approach to meet your specific business objectives and goals. I appreciate your consideration and would love to discuss how I can help you achieve your social media marketing goals. Best regards, [Your Name] Cover Letter Sample for Web Development Job Dear [Client Name], I am excited to apply for your Web Development job posting on Upwork. With years of experience in web development, I am confident that I can deliver the optimal website for your business. I have a strong command of various programming languages, including HTML, CSS, JavaScript, and PHP. Additionally, I am proficient in development frameworks such as React, Angular, and Laravel. I am well-versed in designing responsive websites that are optimized for search engines, fast, and user-friendly. I appreciate your consideration and look forward to discussing your project further. Kind regards, [Your Name] Cover Letter Sample for Data Entry Job Dear [Client Name], I am excited to apply for the Data Entry position you have posted on Upwork. I have been working in this field for years, and I know that my experience and skills are what you are looking for. I am confident that I can exceed your expectations and deliver outstanding results. As a Data Entry specialist, I am highly organized, detail-oriented, and efficient. I can handle large volumes of data entry tasks quickly and accurately. I am also familiar with various data management systems and software. I am looking forward to hearing from you soon. Best regards, [Your Name] Cover Letter Sample for Virtual Assistant Job Hello there! I am thrilled to submit my application for the Virtual Assistant position you have advertised on Upwork. With years of experience in administrative and customer service, I am confident that I can provide excellent support to your business. I have a strong command of various administrative tools, including Google Suite, Trello, Basecamp, and Asana. I am also proficient in managing emails, appointments, and social media accounts. As a Virtual Assistant, I understand the importance of being proactive, organized, and detail-oriented, which are all essential skills that I have honed over the years. I look forward to discussing how I can help you and your business. Thank you for considering my application. Best regards, [Your Name] Cover Letter Sample for Content Writing Job Dear [Client Name], I am excited to apply for your Content Writing job posting. As a skilled writer and editor, I believe that I can produce high-quality content that meets your needs and exceeds your expectations. I have experience in various forms of content writing, such as blog posts, website copy, social media content, and product descriptions. I am proficient in research and can write on a broad range of topics. I can also adhere to your editorial guidelines and produce content that is both engaging and informative. Thank you for your time and consideration. I would love to discuss how I can contribute to your content needs further. Yours truly, [Your Name] Cover Letter Sample for Graphic Design Job Dear Hiring Manager, I am excited to apply for your Graphic Design position and showcase my expertise in creating visually appealing designs that capture your audience's attention. 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Best regards, [Your Name] Cover Letter Sample for Social Media Marketing Job Dear [Client Name], I came across your Social Media Marketing job posting and believe that I can help you develop and implement a winning social media strategy. I have years of experience in social media marketing and can produce results-driven campaigns that engage your target audience and increase brand awareness. I am proficient in using various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. I have experience in creating social media content, developing social media calendars, and tracking social media analytics. Moreover, I can tailor my approach to meet your specific business objectives and goals. I appreciate your consideration and would love to discuss how I can help you achieve your social media marketing goals. Best regards, [Your Name] Cover Letter Sample for Web Development Job Dear [Client Name], I am excited to apply for your Web Development job posting on Upwork. With years of experience in web development, I am confident that I can deliver the optimal website for your business. I have a strong command of various programming languages, including HTML, CSS, JavaScript, and PHP. Additionally, I am proficient in development frameworks such as React, Angular, and Laravel. I am well-versed in designing responsive websites that are optimized for search engines, fast, and user-friendly. I appreciate your consideration and look forward to discussing your project further. Kind regards, [Your Name] Cover Letter Sample for Data Entry Job Dear [Client Name], I am excited to apply for the Data Entry position you have posted on Upwork. I have been working in this field for years, and I know that my experience and skills are what you are looking for. I am confident that I can exceed your expectations and deliver outstanding results. As a Data Entry specialist, I am highly organized, detail-oriented, and efficient. I can handle large volumes of data entry tasks quickly and accurately. I am also familiar with various data management systems and software. I am looking forward to hearing from you soon. Best regards, [Your Name]

Here are some tips to help you create a cover letter that will get you hired: Keep it concise and personalized Avoid writing a long, rambling cover letter. Instead, make it short and to the point. Focus on the main points, and draw attention to your strengths and accomplishments. Also, make sure to personalize each cover letter for the job you are applying for. Research the company and the job description, and incorporate this knowledge into your letter. Doing so will demonstrate your interest and increase your chances of getting hired. Showcase your experience When applying for a job through Upwork, it is essential to highlight your experience and success. Mention any relevant projects or clients you have worked with before, and how your skills and knowledge have helped these businesses. Be specific about how you have contributed to projects in the past and emphasize how you can help the potential client solve their problem. Highlight your skills and achievements Understand the job requirements and include in your cover letter how you meet these requirements with your skills and accomplishments. You should highlight what you bring to the table by explaining how your skills make you the best candidate for this particular job. Provide examples of how you have utilized your skills to solve problems in past projects or roles. Show that you have what it takes to get the project done. Add a call to action Conclude your cover letter with a call to action, letting the client know what you can offer them and that you are excited to work with them. Let them know that you are looking forward to hearing back from them, and they can contact you for further questions or to discuss the project in more detail. By following these tips, writing a compelling cover letter for Upwork will become easier and will help you land not only more jobs but also the right jobs for you. Remember that your cover letter is an extension of yourself on paper. It should be thoughtful, concise, and show your potential client just how qualified and passionate you are. FAQs about Cover Letter Examples for Upwork Can I use a template for my Upwork cover letter? Yes, you can. Using a template can save you time and ensure that your cover letter includes all the necessary information. However, it's important to customize the template to fit the specific job and client. Can I reuse my Upwork cover letter for multiple applications? No, you should not. Each job posting is unique, and you should tailor your cover letter to the specific requirements of each job. Re