

[Your Full Name]
[Your Title/Consultancy Name]
[Phone Number]
[Email Address]
[LinkedIn Profile/Website URL]

[Date]

[Recipient Name]
[Recipient Job Title]
[Company Name]
[Company Address]

Dear [Recipient Last Name],

I am writing to express my interest in the [Position Title] role at [Company Name], as recommended to me by [Referral Name]. Having worked closely with [Referral Name] in the capacity of [Nature of Relationship], they suggested that my background in strategic marketing and [Specific Niche/Industry] would align well with your current objectives.

With [Number] years of experience as a Marketing Consultant, I have specialized in driving growth through [Core Skill 1] and [Core Skill 2]. Most recently, I led a project for [Previous Client/Company] that resulted in a [Metric/Percentage] increase in [KPI, e.g., ROI or Lead Generation]. I am confident that I can apply this same level of data-driven strategy to help [Company Name] achieve its goal of [Mention a Company Goal].

My approach centers on bridging the gap between high-level brand vision and measurable execution. I am particularly drawn to [Company Name] because of your recent work in [Specific Project or News], and I am eager to discuss how my expertise can contribute to your continued success.

Thank you for your time and for considering [Referral Name]'s recommendation. I look forward to the possibility of discussing how my consulting background can benefit your team.

Sincerely,

[Your Handwritten Signature - if sending by mail]

[Your Typed Name]