

[Your Full Name]
[Phone Number] | [Email Address]
[LinkedIn Profile URL] | [Portfolio/Personal Website]

[Date]

[Hiring Manager Name]
[Title, e.g., Head of Product]
[Company Name]
[Company Address]

Dear [Hiring Manager Name],

Re: Growth Product Manager Application

[Opening Paragraph: State the specific role and express your interest. Briefly mention a specific high-level achievement or your core philosophy regarding product-led growth (PLG) that aligns with the company's current stage.]

Strategic Impact & Data-Driven Growth

[Second Paragraph: Focus on the "Growth" aspect. Detail a specific experiment or funnel optimization project. Use the Action-Result-Metric format. Mention tools like Mixpanel, Amplitude, or Optimizely and how you used data to move a specific KPI like CAC, LTV, or Activation Rate.]

Product Execution & Cross-Functional Leadership

[Third Paragraph: Focus on "Product Management." Describe how you bridge the gap between engineering, marketing, and design. Highlight your experience in rapid prototyping, A/B testing cycles, and managing a high-velocity growth roadmap.]

Why [Company Name]?

[Fourth Paragraph: Demonstrate your research. Mention a specific growth challenge you think they are facing (e.g., international expansion, churn reduction, or onboarding friction) and briefly suggest how your expertise provides a solution.]

[Closing Paragraph: Reiterate your enthusiasm. State your desire for an interview to discuss how your strategic approach to growth can help [Company Name] reach its [Year] objectives.]

Sincerely,

[Your Signature]
[Your Printed Name]