

[Your Full Name]
[Portfolio URL / LinkedIn Profile]
[Email Address]
[Phone Number]
[City, State]

[Date]

[Hiring Manager Name]
[Position Title]
[Agency Name]
[Agency Address]

Re: Direct Response Copywriter Application - [Specific Campaign or Department]

Dear [Hiring Manager Name],

[The Hook] - Start with a compelling result, a deep understanding of their current market challenges, or a bold statement about conversion rates. Demonstrate immediate value and show you have analyzed [Agency Name]'s recent work for [Specific Client].

[The Proof] - Detail your experience in driving measurable ROI. Mention specific metrics such as CTR, ROAS, or conversion lifts. Highlight your proficiency in A/B testing, consumer psychology, and crafting high-intent CTAs for [Channels: e.g., VSLs, Email Sequences, or Landing Pages].

[The Alignment] - Explain why your specific direct response philosophy matches the agency's "Big Idea" approach. Mention why you want to write for their specific roster of clients and how you can shorten their creative testing cycles.

[The Close] - Reiterate your ability to turn cold traffic into loyal customers. Suggest a specific next step, such as a brief call to discuss how you would approach an upcoming campaign for [Agency Client].

Sincerely,

[Your Name]