

[Your Full Name]

[Portfolio URL / Personal Website]

[Email Address] | [Phone Number]

[LinkedIn Profile]

[Date]

Dear [Hiring Manager Name or "Editorial Team"],

As a dedicated lifestyle writer with a focus on [Niche: e.g., Wellness, Travel, Sustainable Living], I have long admired [Publication/Company Name]'s commitment to [mention a specific column, tone, or brand value]. I am writing to express my interest in the [Job Title] position as advertised on [Platform where you saw the ad].

Throughout my [Number] years of experience, I have developed a knack for transforming everyday trends into compelling narratives that resonate with [Target Audience]. My background includes:

- **Content Strategy:** Crafting SEO-optimized features that increased [Metric: e.g., monthly unique visitors] by [Percentage] for [Previous Publication].
- **Voice & Tone:** Adapting complex lifestyle topics into accessible, engaging, and [Adjective: e.g., aspirational/relatable] copy.
- **Multimedia Integration:** Collaborating with photographers and social media teams to create cohesive brand stories across multiple platforms.

In my attached portfolio, you will find samples ranging from [Sample Type 1] to [Sample Type 2]. I am particularly proud of my piece on [Topic], which demonstrated my ability to [Specific Skill: e.g., conduct deep interviews / analyze market trends].

I am eager to bring my editorial vision and passion for [Industry Topic] to your team. Thank you for your time and for considering my application.

Sincerely,

[Your Name]