

By Jennifer Lawler

What goes into a good letter-of-introduction

LOI Template

Dear EDITOR [put a name here]:

SOME KIND OF CONNECTION TO THIS EDITOR OR A RECOGNITION OF THEIR PAIN POINTS [“I just saw that you’ve been promoted to senior editor! Congratulations! If in your new role you need the assistance of a freelance editor, I hope you’ll think of me.”]

SPECIFIC EXPERIENCE THAT RELATES TO THIS PUBLISHER. [“In the last five years, I’ve edited forty technical manuals/horror novels/short story anthologies.”]

I’m an experienced developmental editor who can also provide copyediting services—for years DID SOMETHING TO PROVE MY COPYEDITING CHOPS [taught a class, edited for a business, etc.] so I do know where all the commas go. Plus, I sleep with the Chicago Manual of Style.

I have worked as a freelance developmental editor for many book publishers, including NAME DROPPING GOES HERE, among others.

OTHER RELEVANT INFORMATION HERE [“I’m also the author or coauthor of more than thirty books, so I know exactly how writers feel when they get that revision letter.”] I’m always careful to be polite, diplomatic, and encouraging in my communications with writers.

If you’d be interested in hearing more about how I may be able to help you, please drop me a line or give me a call. I can be reached at [contact information].

Thank you for your time.

All best,

Freelance Editor

\*Notice that this letter is brief—I’m not trying to get someone to hire me based on it, I’m trying to get them to call/email me for more information. Also notice that a bit of humor helps you stand out.