



RN2writer Letter of Introduction Examples to Use as Templates

It's difficult to create an absolute "template" for an LOI, because different writers find success with different formats.

Here, I offer you two different versions of an LOI I would have sent toward the end of my career and at the beginning. I hope you can use these as a template for creating your own LOI that winds up landing you many clients!

Sample LOI for an experienced freelance writer

Dear [Name],

I'm Elizabeth Hanes BSN RN, and for the past 10 years I've helped major healthcare brands like WebMD, Aetna, Healthgrades, Dignity Health and many others achieve their content marketing goals. I'd welcome the opportunity to work with XYZ Healthcare System, also, to help you increase appointment numbers across your service lines.

I specialize in writing patient-facing content that resonates with the reader and positions your brand as the top choice in the reader's mind for receiving healthcare services. Having worked one-on-one with patients in many different settings, I'm able to anticipate the questions and concerns they might have and address them in the content so they feel your healthcare system truly understands them.

Here are two links to patient-facing blog posts I recently created for A and B health systems:

3 Things to Know About Knee Replacement Surgery: [link]

Why Joining a Diabetes Support Group Might Help Lower Your A1C: [link]

You also are welcome to check out my LinkedIn profile: [link]

Let's chat for 10 minutes about how I might help XYZ Healthcare System achieve its content marketing goals. Just pick any convenient slot on my booking calendar: [link]

I look forward to chatting soon!

Kind regards,

Beth

[signature line stuff]

Sample LOI for a novice freelance writer

Dear [Name],

I'm Elizabeth Hanes BSN RN, and I write health content for major brands to help them achieve their content marketing goals. I'd welcome the opportunity to work with XYZ Healthcare System, also, to help you elevate your brand's reputation within the local community.

I specialize in writing patient-facing content that resonates with the reader and positions your brand as the top choice in the reader's mind for receiving healthcare services. Having worked one-on-one with patients in many different settings, I'm able to anticipate the questions and concerns they might have and address them in the content so they feel your healthcare system truly understands them.

Here are two links to recent articles I produced for [outlets]:

3 Things to Know About Knee Replacement Surgery: [link]

Why Joining a Diabetes Support Group Might Help Lower Your A1C: [link]

You also are welcome to check out my LinkedIn profile: [link]

Let's chat for 10 minutes about how I might help XYZ Healthcare System achieve its content marketing goals. Just pick any convenient slot on my booking calendar: [link]

I look forward to chatting soon!

Kind regards,

Beth

[signature line stuff]