

Dear [Writer's Name],

Thank you very much for your time and effort in submitting your recent writing sample for our [project/job title] opportunity. I appreciate the dedication and professionalism you demonstrated throughout the process.

After careful consideration, we have decided to move forward with another candidate whose writing style aligns more closely with our current content needs. I want to offer some constructive feedback that I hope will be helpful in your growth as a freelance content writer:

- **Adherence to Brief:** While your piece addressed the main topic, there were some areas where the content deviated from the brief's requirements. Paying closer attention to the specific guidelines and structure outlined in project briefs can enhance the relevance of your submissions.
- **Writing Style & Tone:** We were looking for a more conversational and engaging tone, whereas your sample maintained a formal approach throughout. Experimenting with varied tones based on client instructions may help you better match different brand voices.
- **Originality:** The article covered essential information, but adding unique insights or examples could set your writing apart and provide additional value to readers.
- **Grammar & Clarity:** There were minor grammatical issues and some sentences that could be streamlined for clarity. Editing your work with attention to sentence structure and flow can significantly improve overall readability.

I encourage you to continue honing your craft, as your potential is evident. Regularly reviewing client briefs, using editing tools, and seeking diverse writing opportunities can further strengthen your skills.

Thank you again for your interest in collaborating with us. We wish you the very best in your freelance writing career and hope our paths may cross again in the future.

Sincerely,

[Your Name]

[Your Position/Company]