

Product Manager cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am applying for the Senior Product Manager position for your merchant platform at [Organisation name]. I have seven years of experience, the last four as a product manager for a B2B ordering app used by kirana stores to buy from distributors.

I own the ordering and credit journeys, working with eleven engineers, two designers and an analyst. Last year our data showed that many stores placed orders by phone even though they had the app installed. I ran field visits in three cities, found that shopkeepers did not trust the app's prices because they changed without explanation, and shipped a price history view with a clear note on schemes and discounts. App-placed orders rose steadily over the next two quarters, and the sales team spent less time taking phone orders.

I write concise PRDs, run quarterly roadmap reviews with sales and finance, and say no to requests with data rather than opinion. I am comfortable with experimentation, SQL and working with credit and compliance teams on regulated features.

My notice period is sixty days. I would be glad to discuss the problems your merchant platform is trying to solve next.

Regards,
[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the Associate Product Manager role at [Organisation name]. I graduated in computer science and spent two years as a software developer on a payments app, where I often found myself asking why we were building a feature rather than how.

In my last year as a developer, I volunteered to own a small problem: users were abandoning bank account linking halfway. I watched session recordings, spoke to ten users from our support queue and found that most of them did not have their IFSC code handy. I wrote a one-page proposal to add branch search by city and bank name, worked with the designer on two versions and helped set up an A/B test. Completion of the linking flow improved clearly in the test group, and the change was rolled out to all users.

Since then I have completed a product management course, written short teardown notes on apps I use and practised writing PRDs. I understand engineering constraints well and can talk to developers in their own language.

I can join after a thirty-day notice period. I would welcome the chance to work through a product case with your team.

Regards,
[Your name]

BEFORE YOU SEND IT

- Lead with one product problem you owned and the user insight behind your decision; product hiring managers want to see how you think before they look at your metrics.
- Quote outcomes you are allowed to share in relative terms, such as conversion improved or support tickets fell, and avoid exposing confidential numbers from your current company.
- If you are moving into product from engineering, sales, design or support, name the transferable skill directly and show one instance where you already did product work.
- Link a short product teardown, case study or PRD sample you wrote yourself, and keep the letter to one page so the link gets clicked.