Dear [Freelancer's Name],

Thank you for your proposal regarding the [Project Name]. We appreciate the time and effort you put into your submission.

After careful consideration, we have decided to move forward with another candidate who aligns more closely with our current objectives and budget.

We value your expertise and encourage you to apply for future opportunities as they arise.

Thank you once again for your interest in working with us. We wish you all the best in your future endeavors.

Best regards, [Your Name] [Your Position] [Your Company]