

# Email Templates

## For Smart Girls Actor Marketing Package

The following email templates are to be used in pursuing representation with agents or managers. Their use varies depending on what has happened prior. The messages include an Introductory Email with two more follow-ups to use if they don't respond. You'll also find a message to use if they want you to send your package by email again. And also two follow-ups to that if you don't hear back. Finally, there are three variations of thank you emails.

The idea for follow-up is to give it your best shot at getting a definitive answer from each agency before striking them from your list. The list of agents or managers you get with your mailing can be used to follow-up over and over as needed for up to 12 or even 18 months -- though hopefully, you won't need to!

When you copy and paste these emails as desired, be sure to review each one carefully and slightly tweak as needed, according to the exact circumstances of your communication process with the agency as well as the results of the previous contact.

If you sent a Hard Copy Cover Letter & Headshot Mailing out **more than 30 days ago** and are just now following up by email, **do not make ANY reference to the fact that you sent the package previously** -- **unless** you had some kind of interaction with them. Allow this one to seem like this is your first contact and don't mention the previous one.

If they tell you they **kind of remember** seeing your materials before, it's okay to say YES. At that point, let them know you're sending again because you're very interested in having them represent you, but don't bring it up on your own if it's more than 30 days ago.

Finally, these email templates are written in a very straight-forward style and have certain messages in them to create continuity and "next action." But feel free to change the specific wording of the ideas to be more aligned with your branding. Specifically, your greeting and sign-off are good places to easily inject more of your own personality and branding.

## EMAIL TEMPLATE #1 - Introductory Contact

The Template for this one is your Smart Girls cover letter / pitch – so you won't see actual email content in this one, but instead, what you're about to read in this template are simply tips related to creating an email from your original cover letter from Smart Girls.

Whether you make your first contact by Mail or by Email, your **Smart Girls cover letter** will be the heart of your pitch message. Be sure when emailing them that you make any and all LINKS in your email **clickable aka HYPERLINKED**. This means if you have an Actors Access, IMDB, or website and such, put the URL in so they can click on it to go to it.

The letter drafted by Smart Girls will be the longest content you should send. If you're emailing them as your first contact, you should even tighten it up to make it a bit shorter. For example, you won't need the letterhead at the top, for starters.

When you're using the Pitch Letter to reach out by Email, be sure to smooth out any reference to your headshot and resume being enclosed as it obviously won't be enclosed. You should instead replace those references with the LINKS to them.

**Also -- DO NOT SEND ANY ATTACHMENTS --** no headshots, no resume, no video, no review clips, nothing -- unless they ask you to. Anything you send to them should be the links to your materials, not attachments. The main reason for not sending attachments is that many Email services will block emails with attachments and they may even mark it as spam and therefore never be delivered. Secondly, if the agent hasn't requested your materials as attachments, they may be worried your attachment might contain a virus and therefore not open it. So please DO NOT SEND ATTACHMENTS unless requested to do so.

On the other hand, send LINKS to reputable sites like Actors Access and IMDB, and that is perfectly fine.

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**EMAIL TEMPLATE #2 - NO RESPONSE to INITIAL CONTACT** *whether it was a LETTER, EMAIL, OR PHONE CALL*

**Send this email 5 to 10 Days After Your Initial Contact**

Hello **Jennifer!**

I'm **xxxx Your Name xxxx** following up on my headshot/resume package I mailed last week. I'm seeking **xxxx whatever type of representation you're seeking xxxx** representation and would love to set up a meeting with your agency!

A bit about me...

- **Select three bullet points or summarize 3 things about you to keep it short**
- **Select three bullet points or summarize 3 things about you to keep it short**
- **Select three bullet points or summarize 3 things about you to keep it short**

You can see headshots, resume and clips of my work at **xxxx link to the main site you want them to look at xxxx.**

Could we set up a meeting?!

**Your Name**  
**phone number**  
**email**  
**main website you want them to look at**

**"Feel free to put a quote here, a review, or anything else if it's pressing!"**

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**EMAIL TEMPLATE #3 - NO RESPONSE to INITIAL CONTACT AND NO RESPONSE TO YOUR FOLLOW UP EMAIL**

***If you don't hear back, send this email 5 to 7 days after sending your follow-up email (Template #2). So this would be your Third Outreach.***

- If you also called and left a voice mail, ignore that fact in terms of # of follow-ups.
- If they tell you they're not interested at any point in the process, then THANK THEM (see email templates in later pages) and move on (for now)!

Hey!!!

Don't mean to bother you, but knowing that email often gets lost in space, I wanted to check in again to see if you received my email regarding a meeting? I'm seeking an agent and am very interested in your agency for **xxxx theatrical xxxx REPRESENTATION**.

To recap a few highlights of my background...

**xxxx ENTER A FEW HIGHLIGHTS / Bullet points here.... xxxxx**

And here is a link to my \_\_\_\_\_.

Could we set up a meeting?!

Oh, and if you don't mind, could you let me know either way? It won't hurt my feelings if you say no -- though you are one of my top target agencies and I would love for us to at least meet! :)

Thanks so much!

Your Name  
phone number  
email  
main website you want them to look at

**"Feel free to put a quote here, a review, or anything else if it's pressing!"**

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**EMAIL TEMPLATE #4 - Agent or Assistant says  
to Send again by email**

Hey XXXXXXXX,

Per our conversation last week, I'm sending my materials for your review as I am seeking XXXXXXXX representation.

**A quick rundown:**

XXXXXXX put a brief overview here of your credits and background XXXXXXXX

Roles I'm suited for are XXXXXXXX

You can see headshots, resume and clips of my work at XXXXXXXX LINK xxxxxx

Could we set up a meeting later this week or next?!

Your Name  
phone number  
email  
main website you want them to look at

"Feel free to put a quote here, a review, or anything else if it's pressing!"

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**EMAIL TEMPLATE #5 - *You Don't hear back from them after the Agent or Assistant says to Send again by email***

***Send this 5 to 8 days after Sending the Email in response to them telling you to send again by email***

Hey **XXXXXXXX**,

**XX your name XXXXX** here, checking in.... I emailed you LINKS to my materials a few days ago after we spoke **[or after I spoke to your office]** and just wanted to make sure you got it! You know how email is.... Sometimes it doesn't get there! Just want to make sure!

BUT... just so you don't have to look for it, this is what it said:

***[copy and paste the previous email in this section]***

**A quick rundown:** XXXXXXXX put a brief overview here XXXXXXXX

Roles I'm suited for are XXXXXXXX

You can see headshots, resume and clips of my work at XXXXXXXX LINK xxxxxx

I'm very interested in possible **XXXX** representation with your company. Could we set up a meeting?!

**Your Name**  
**phone number**  
**email**  
**main website you want them to look at**

**"Feel free to put a quote here, a review, or anything else if it's pressing!"**

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**EMAIL TEMPLATE #6A - Thank You Email --  
Thank You For the Meeting (waiting to hear)**

Hi xxxxxx,

Thank you so much for the Zoom meeting! I enjoyed talking to you and xxx Bob xxx.

As I mentioned, I've been watching your agency for a while and would really love to be represented by you for XXXX.

I believe you said you would be making a final decision by FRIDAY, so I look forward to hearing from you then.

Of course, if you have any other questions, feel free to reach out by email or text me at xxxxxxxxphone.

Warm regards,

Your Name  
phone number  
email  
main website you want them to look at

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**EMAIL TEMPLATE #6B - Thank You Email --  
Thanks For Considering Me (but they say no)**

Hi xxxxxx,

Thank you so much for getting back to me. Of course, I'm a little disappointed, but I do believe that things work out when they're supposed to.

As I mentioned, I've heard lots of good things about your agency around town in my classes and at networking events, so perhaps we'll cross paths again in the future.

Thanks again for considering me! I wish you and your agency all the best!

Warm regards,

Your Name  
phone number  
email  
main website you want them to look at

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## **EMAIL TEMPLATE #6C - Thank You Email -- They Say YES!**

Hi xxxxxx,

Thank you so much for getting back to me. I'm super excited to be working with you and your agency.

I got your email about **making the changes to my Actors Access**, so I'll be doing that this week, and I'll let you know when it's done.

I also have a couple of quick questions I forgot to ask:

- 1) Is it okay if I submit myself with you as my agent?
- 2) What is your preferred way for me to keep in touch with you and check in? I know agencies vary in their preferences on this type of thing!

Let me know about that when you get a chance.

Meanwhile, I'm working on adding \_\_\_name of agency\_\_\_\_\_ to my various profiles! Woot woot!

**Warm regards,**

**Your Name**  
**phone number**  
**email**  
**main website you want them to look at**