

# Email Templates

## For Smart Girls Script Marketing Package

The following email templates are to be used in marketing your script to production companies. 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 different thank you emails.

The idea for follow-up, theoretically, is to try to get a definitive answer from each production company before striking them from your list. This won't be entirely possible as some will not respond no matter what, but that is the goal we aspire to! With the producer list included in your mailing, you can follow-up with them over and over as needed for up to 12 or even 18 months! You can also use it to contact them on a future project of the same genre, though smaller companies and development people do move frequently, so your early contact will be most accurate.

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 production company as well as the results of the previous contact.

If you sent a Hard Copy Query Letter 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 reaching out to them again because you're very interested in working with them and you think this may be a good project for them. Just don't be the first one to mention you contacted them previously about this same project if it's more than 30 days ago.

On the other hand, if you connected with them on a different project in the past, **THAT IS TOTALLY OKAY** to mention and even encouraged, if they seemed to like you, even though they didn't option your project.

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 query letter – 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 query letter from Smart Girls.

Whether you make your first contact by Mail or by Email, your **Smart Girls query 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 IMDB or your own website and such, put the URL in so they can click on it to go to it.

The query letter drafted by Smart Girls will be the longest content you should send, unless they request you to send your script or a synopsis. If you're emailing them as your first contact, you should even tighten up your query letter 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 that doesn't fit for an email. Also, if you reference a website, add the LINK so they can click straight through.

**Also -- DO NOT SEND ANY ATTACHMENTS --** no script, no outline, no images, no treatment, no separate letter, NOTHING! NO ATTACHMENTS -- unless they ask you to.

Anything besides the email pitch that you want them to review about your materials should go to a website if possible, until they directly request a script or something else they want you to send as an attachment. Another option, if you are technically-oriented and know how to do it, is to have it go to a pitch on Vimeo or YouTube or to materials stored in Dropbox or Google Drive.

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 deliver it. Secondly, if the producer didn't request your script, they may be worried your attachment might contain a virus and therefore they won't open it and plus, you will look unprofessional. So please **DO NOT SEND ATTACHMENTS** unless or until requested to do so. You need to hook them with your pitch first! 😊

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

***Send this email 10 Days or so After Your Initial Contact***

Dear Mr. **xxxx** :

I recently sent you a query letter by mail regarding my screenplay **xxxxxxxxxxxxxxxx** which I think you might find to be of interest. I first wanted to check to see if you received my letter?

And secondly, of course, I would like to forward the PDF of the screenplay for your consideration. Here's the logline again:

**xxxxxxxxxxxxxxxx** Insert the main story paragraphs from the query letter

**xxxxxxxxxxxxxxxx** Insert other paragraph about its appeal....

May I send the PDF of **xxxxxxxxxxxxxxxx** for your consideration?

Regards,

Your Name  
phone number  
email

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

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

- If you also called and left a voice mail, just 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)!

Hello **Mr. XXX!**

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 my screenplay **xxxxxxxxxxxx**.

As noted previously, I think this might be a story of particular interest to you and your company and would love to have you give it a read. Here's a RECAP:

**xxxxxxxxxxxxxxxxxxxxx** Insert the main story paragraphs from the query letter

**xxxxxxxxxxxxxxxxxxxxx** Insert other paragraph about its appeal....

May I send the PDF of **xxxxxxxxxxxxxxxxxxxxx** for your consideration?

Also would you mind letting me know one way or the other about whether this is of interest to you? I would love to have you read it, but if it's not your cup of tea, I understand and won't be offended! As a matter of fact, I have two other scripts of genres **xxxxxxxxxxxxxxxxxxxxx** and **xxxxxxxxxxxxxxxxxxxxx** I would love to run by you if this one doesn't suit you.

May I send the PDF of **xxxxxxxxxxxxxxxxxxxxx** for your consideration?

Thank you, **xxxxxxxxxxxxxxxxxxxxx!**

Regards,

Your Name  
phone number  
email

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**EMAIL TEMPLATE #4 - SCRIPT REQUESTED -- Email to respond with and send the attached script**

Hello Mr. XXX!

Per your request in your email from yesterday, I am sending a PDF of my screenplay XXXX TITLE XXXXX for your consideration.

For your convenience and a little reminder, the logline is: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

xxxxxxxxxxx In addition to the logline, insert a comment about the importance or value of the script from your Smart Girls Query Letter. xxxxxxxxxxxxxx

Thanks again for reading this script. I look forward to your thoughts about whether you think it might be a fit for you.

PDF attached below!

Regards,

Your Name  
phone number  
email

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**EMAIL TEMPLATE #5 - SCRIPT REQUESTED**  
**AND SENT -- Haven't heard back after 3 to 4 weeks -- Follow Up 1**

Hello Mr. XXX!

Wanted to drop you a line and see if you got my script XXX title XXX okay when I sent it as an attachment a couple weeks ago. No rush, but wanted to make sure you got it. I know sometimes attachments can be funny on emails!

The logline is: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

xxxxxxxxxxx In addition to the logline, insert a comment about the importance or value of the script from your Smart Girls Query Letter. xxxxxxxxxxxx

For your convenience, I'm happy to send it again if you like. Or if you've already read it, would love to hear any thoughts about your possible interest in it.

Thanks again for your consideration. Would you like me to send the PDF of xxxxxxxxxxxxxxxx again?

Regards,

Your Name  
phone number  
email

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**EMAIL TEMPLATE #6 - SCRIPT REQUESTED**  
**AND SENT -- Follow Up 2**

**SEND THIS 2 weeks after you sent the follow up 1 (Email Template #5)**

Hello **Mr. XXX!**

I'm sure you're super busy – hopefully with all kinds of good things! I just wanted to confirm that you got my script **XXX TITLE XXXX** intact when I sent it as an attachment a couple weeks ago.

Not rushing you, but I want to check and make sure you got the script since email sometimes gets blocked when it has an attachment.

For your convenience, I'm happy to send it again if you would like.

Just let me know. THANK YOU!

Regards,

**Your Name**  
**phone number**  
**email**

**TITLE : logline here**

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**EMAIL TEMPLATE #7A - Thank You Email --  
They read the script, but say it's not for them**

Hi **xxxxxx**,

Thank you so much for getting back to me on my script **xxxxxx**. Naturally, I'm a little disappointed because I would love to have worked with you on this, but I REALLY DO appreciate you taking time to consider it and then getting back to me.

I have other scripts in various stages that I'm also working on, so I would love to keep the door open to reach out to you again when I have something that might be along your line of interest.

Would that be okay with you?

Again, I thank you for considering my script! I look forward to our paths cross again in the future.

Warm regards,

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

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**EMAIL TEMPLATE #7B - Thank You Email --  
They Say YES THEY LIKE IT!**

Hi xxxxxx,

Thank you so much for getting back to me about your interest in my screenplay XXXX.  
Obviously, I believe in the story very much and am happy that you are on board as well.

Let me know what you see as our next steps and I'm ready to move forward!

CHEERS!

Warm regards,

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

**EMAIL TEMPLATE #8 - *They want you to meet another player at their company or at a co-production before than can Option your script or move forward***

Hi **xxxxxx**,

Thanks so much for setting up the meeting with **xxxx your partner/relationship and name xxxx**. I'm looking forward to it and want to make sure I am as prepared as possible, so I have a couple questions:

- Is there anything else you can think of that would be helpful for me to know going into the meeting with **XXX**?
- Will I be pitching to them or can you think of any questions I should prepare for?

Also, just let me know if you want to speak on the phone for a few minutes sometime prior to the meeting just to touch base!

Looking forward to it.

CHEERS!

**Warm regards,**

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