

Script Marketing by Email

Pro Tips for Your Smart Girls Script Marketing Campaign



Your Custom List of Producers

If you invested in the Script Marketing Campaign Package, we have compiled a custom list of production companies for you to target for your project.

The companies that end up on your list have been chosen for a variety of reasons -- most commonly because they have done similar types of projects in the past or we know something personal about them that makes us think they might be interested in your project.

If you find some that you have already sent to or you don't want to reach out to for any reason, that's totally fine; don't contact them. On the other hand, if you aren't sure, go ahead and send an email to them anyway as we've done preliminary vetting on them already. Ultimately, if someone wants to make a deal, at that point you should always check them out and vet them at a deeper level. The point is, go ahead and email everyone, but do more in depth research to your heart's content if they want to do a deal!

Also, you're always welcome to let us know the situation and we are happy to give you guidance through the process. We're not lawyers, so we don't review contracts legally, but we can at least tell you if something is standard or completely outside the box! But meanwhile, blast out those emails!

One to Three Email Addresses for Each Company

For each client we do a Marketing Campaign for, we always ask if they plan to focus on emailing the contacts or if they will first be sending hard copy letters. If they say Email Focus, we will only choose companies for whom we have at least one email for... even if they don't have a street address published. And vice versa for a writer whose key focus is starting with the printed letters.

For the emails, you'll find 1 to 3 Email Addresses listed for each company. You will receive a list that has whatever we can find for ***the organization and the individual we selected for you***, and alternatively, we are also supplying a bonus **related email** where possible.

The ***Related Email (aka Wildcard Email)*** is essentially a BONUS email address we have on file that is connected to the given company in some way. It might be the contact's old email address or a different person at the company, or even the same person at a different company! It's just extra contact for you to have some way to reach them. You won't find this anywhere else, because we came up with the idea! Up to three email addresses per company!

Wildcard Contact - Alternative to Email

In some rare cases, if we are unable to find an email address for a company or individual we think would potentially be a good choice for your project, we may instead provide a link to one of their Social Media accounts, such as LinkedIn, so you can still have some way to reach out to them. If we have only a Social Media link for them as a way to contact them, we may include them for you but they will not count as one of your key production companies. They will be a bonus.

LinkedIn is considered the most professional platform, while Facebook and others tend to be less formal.

Always strategize on your approach for whichever way you choose to reach out to your potential producers.

If You Get Bounced Emails

Despite our superhero efforts at finding the absolute most current data, some of the emails might bounce. Keep in mind that this is normal.

If an email bounces, read the message in the email bounce notification and you might be able figure it out. But if you can't, just try to send it again in a couple of days. Sometimes there is a temporary technical glitch on their side that gets resolved -- or it could even be in the background on your side.

Once you've tried three times and it has bounced, **please forward the message to us** so we can update our info! We'll also check to see if we have any new email address for them at that point and let you know.

Your Introduction Email / Query Letter

Your Introduction Email and Query Letter are the foundation for marketing your script. The pitch we co-created *with you* for your Introduction Email and Query Letter is the foundation all of your future marketing and pitching you do for your project. As you market your script over time and follow-up with the list we have given you, you can use the exact pitch we've written or change it up as you desire. This is not a science, it's an art. So don't be shy about changing things up a little bit.

Especially pay attention to your Email Subject Lines and vary those if you aren't getting a great open rate on your emails. Of course, to do this, you need to know how to look to see who opened them, but that's beyond the scope of this document. (See the Green Room for a little more info on this.)

And speaking of the Green Room, we encourage you to read thru the materials in the Green Room to continue to educate yourself on Script Marketing as well as possibly just to get your creative juices flowing. Each of our writer clients has their own preference in terms of which tools they like the best, so that's awesome too. The Green Room can be accessed at [Hollywood B School](#). You might also find some surprise materials you didn't know you were getting that could be a big help, so be sure and read it! The next page has instructions for getting back in to the Hollywood B School if you've forgotten.

Script Marketing Green Room (Access)

If you purchased the Full Script Marketing Campaign, you also get access to the Script Marketing Green Room at our site: [Hollywood Business School](https://hollywoodbschool.com). It has lots of helpful materials, so we highly encourage you to go through the course!

Simply login on the site go at <https://hollywoodbschool.com/wp-login.php>, then go to My Courses. Then you'll see the Script Marketing Green Room Course. Go to that to see the various lessons and support materials and login.

If you don't have a record of your password for one reason or other, go to <https://hollywoodbschool.com/wp-login.php>, **click on "Forgot Password,"** a link that's above the Big Red Login Button. Then type in your email address, and it will email you the instructions to reset your password.

Once you reset your password, **write it down**, then login to the site using your email address and your new password.

Once you're logged in to the site, click on the "My Courses" link in the very top right menu.

Clicking that will take you to the list of your courses, where you'll see the Green Room Course. Click on that and BOOM! "Bob's Your Uncle" - start clicking, reading, watching or doing whatever there is to do!

If you have any trouble, email me, and I'll help ASAP!

Follow Up Email TEMPLATES

As part of your Full Script Marketing Package, you will also receive a set of Email Templates for using in different situations AFTER you send your initial Introduction Email.

The Email Templates address situations such as what to say when they ask to see your script, but then you don't hear back from them. It will indicate when to follow up again as well as the tone and tenor of what to say when you follow up. In most cases you will need to fill in your logline or something to personalize it just a little, but they've been written so you don't have to worry about the basic approach.

Your best bet is to review these emails before you even send your initial Introduction Email so you know what you have available to support you. It will also help you get the vibe of connecting to Hollywood!

The templates have either been sent to you along with this PDF or they are available in the Green Room. You will receive both a Word docx and a PDF version to use.

Understanding Movie Studios, Networks, Cable Channels and Broadstream *(1 of 3)*

Most writers dream of having their projects picked up by Netflix, Amazon, a television network, a big cable channel, or a legendary studio like Paramount, Columbia, or Twentieth Century Fox. The problem is that these companies do not accept email pitches from writers and sometimes not even from an agent that they don't know.

We normally never put these on a custom list because it would pretty much be taking the place of another company who is more likely to be open to working with you. However, if a writer pleads with us to do so, we will check to see if we have emails for a few of those as we are instructed. Most of the time, however, they do not have a valid email address that is public.

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Understanding Movie Studios, Networks, Cable Channels and Broadstream *(2 of 3)*

AND... If you do email them, you may receive a stern email from their legal department that sounds **very threatening**. If you receive this, it is nothing to worry about as it is a template letter they send out to stop random writers from filing frivolous lawsuits.

But it is ALSO a strong message you should not send another letter to them.

If they send that kind of email, you should follow their instructions. Don't send ANY email back to them, including not saying something like, "You're just stupid for not looking at my screenplay that is going to be bigger than Star Wars... and way better." Doing something like that may well get you put on the blacklist so they will never read your work.

This whole hassle is why it's best to avoid the biggies in the first place, but if you feel you must reach them, then pay attention to their response if they have one!

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Understanding Movie Studios, Networks, Cable Channels and Broadstream *(3 of 3)*

On the other hand, there are plenty other companies on your list to market to that you'll have a better chance to get through to, and they could in turn have contacts with the big companies and eventually get you there through their contacts.

The overall strategy for your campaign is to get you connected with more accessible, small-to-medium-sized producers, finding one who loves your project and let them take it to their contacts. Most of the time, you will have to work your way up the *Hollywood Food Chain*. Everyone is trying to move up from wherever they are. If you have a family member who can help you, you might start at a little bit higher level, but then you still have to prove yourself. Wherever you are, you have to work your way up, and that's okay!

Your Marketing Package is a great step in doing just that... and it is the right place to start... even if you are brand new and know very little about how the film and TV business works!

Not a Guarantee of Work or A Sale

Not a guarantee of work.

Working with you on this mailing is in no way meant to be a guarantee that you will be successful at selling your script or getting work out of it. This is one big step in your ongoing marketing process. Most importantly, we want you to get in the groove of taking multiple steps to reach out to your contact list. And please be sure to use all of the resources in the Green Room at Hollywood Business School to give it your best shot!

Good Luck and Keep Us Posted

We wish you the very best of luck with your marketing! Please keep us posted on how it goes.

If you have any questions related to your Script Marketing Package as you go along, feel free to emails us at smartgirls@smartg.com!

And thank you VERY MUCH for doing business with Smart Girls Productions.

**Here's wishing you great success with
the launch of your Hollywood career
and building connections that last.**