

# Email Templates

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## Intro

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When building your communication strategy, feel free to use these email templates and adapt them to fit your needs!

Remember, **most emails get overlooked** because of one or all of these reasons:

- Confused messaging (with no clear CTA)
- Too long (don't write essays or go into deep details)
- Asks too much or puts too much pressure on the recipient

## You need a compelling subject line.

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The subject line is the thing that gets your contact to open the email. So, it could be argued that it is the most important thing.

Aim to set the correct tone by being simple, clear and direct in your subject line.

Here are some examples of **terrible** subject lines:

- Hello
- Can I ask a question?
- Coffee?
- Hi!
- Excited to email...
- Help!

A good strategy is to ask a question specific to your request.

Here are some examples of **excellent** subject lines:

- What did you learn about distributing XYZ?
- I'm in town next Tuesday – are you available?
- Kevin Wu suggested we get in touch
- NYU grad -- would love to chat about your work at HBO
- Met you at AFM – 'scare the pants off audiences' producer

## Email templates

### How to set up a call or a meeting

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Subject: Kevin Wu suggested we get in touch -- Jennifer Clark, Producer, Crypto High

Hi Amy,

Kevin Wu recommended I reach out to you. My name is Jennifer Clark, and I'm a producer with a new feature film called 'Crypto High'.

I read about HBO's push to expand your comedy output in THR. As a comedy producer, this topic is close to my heart, and I think there could be a great collaboration.

Do you have time for a quick 10-minute phone call? If so, would any of these times work?

- \* Today or Wednesday (all day)
- \* Next Monday (23rd Nov) before 1 pm PST
- \* Next Thursday (26th Nov) any time after 1 pm PST (*make sure you use their timezone*)

If those don't work, just let me know -- I can work around your schedule.

I can call your office line. Or if you'd prefer, my phone number is (555) 555-5555.

Thanks,  
-Jennifer

P.S We're currently in post with Crypto High and are talking to distributors. You can see the trailer here. (link) (I'd be happy for you to share the link with interested parties.)

**Follow up the day before a meeting is scheduled (no action needed on their part)**

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Hi Amy,

Looking forward to our call tomorrow. I'll call you at 10 am PST at (650) 555-5555. If there are any changes, please let me know. Otherwise, I'll talk to you at 10 am PST this Tuesday!

I'd love to chat about how *(add something specific that interests them)*

Also, if you have a chance to look beforehand, we've just cut a new trailer *(link to value that will interest them)*

Talk to you this Tuesday at 10 am,  
Jennifer  
*(INCLUDE YOUR PHONE NUMBER IN YOUR SIGNATURE)*

**Email for a softer 'informational meeting' (don't pitch or present unless asked to!)**

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Subject: NYU grad -- would love to chat about your work at HBO

Hi Jane,

My name is Jennifer Clark. I'm a '20 grad from NYFA, and I came across your name on our alumni site.

I'd love to get your career advice for 10-15 minutes. I'm currently working as a Producer with XYZ Company, but many of my friends work in distribution, and each time they tell me how much they love their job, I get more interested.

Many of them have told me that if I'm interested in distribution, I should talk to someone at HBO. Do you think I could pick your brain on your job and how you came to HBO?

I'd especially love to know how you made your choices after graduating from Kent.

I can meet you for coffee or at your office...or wherever it's convenient. I can work around you!

Would it be possible for us to meet?

Thanks,  
-Jen

## Followup email #1

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Hi Jane,

I'm just checking to see if you got my last email (copied below). It should take just a sec to review, and I'd love to meet for coffee as Kevin suggested.

Thanks,

-Jen

*(include original email)*

## Followup email #2

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Hi Jane,

We've just wrapped a new trailer \* *(include a different piece of value that might convert them)*

I'm just checking to see if you got my last email (copied below). It should take just a sec to review, and I'd love to meet for coffee as Kevin suggested.

Thanks,

- Jen

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*(Include original email)*

## How to email someone after you meet them at a festival/market to set up a meeting

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Subject: Met you at AFM – 'scare the pants off audiences' producer

Hi Tom,

We met at AFM last week -- I'm the producer on a mission to scare the pants off audiences.

It was a pleasure meeting you, and I wanted to follow up on our chat.

You mentioned that YOUR COMPANY is looking to expand your horror acquisitions. We've just wrapped MY PROJECT, and you'll see that there could be quite a synergy here.

Regardless, I think what YOUR COMPANY is doing is excellent. Can we set up a call this week to chat more?

I can call you at your office # on Thursday or Friday at your convenience.

Will that work?

Thanks,

-Bill

P.S We're currently in post with MY PROJECT and are talking to distributors. You can see the trailer here. ([link](#))

(I'd be happy for you to share the link with interested parties.)

### **How to email someone after you meet them at a festival/market if you don't want to set up a meeting**

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Hi Tom,

We met at the AFM last week -- I'm the producer on a mission to scare the pants off audiences.

It was a pleasure meeting you.

Just FYI, here are a few links you might find interesting:

\* We're currently in post with MY PROJECT : ([link to current project](#))

\* My press links, includes New York Times, etc.: ([link to press](#))

If there's any way I can help you with (the thing they are working on), just let me know.

Thanks!

-Bill

## How to email someone after you get a 'no'

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Thanks, Bob. I understand. :-)

If you don't mind, I'll keep you updated as we go through the distribution with MY PROJECT.

And if I come across anything interesting in (*area of their interest*), I'll send it your way.

Let me know if I can help at all!

-Pete

## How to email someone a personal screening invite

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Hi XX,

I'm organizing a champagne party and launch screening for a bunch of cool friends and would love it if you could make it!

The idea is that we will screen PROJECT, drink champagne and chat with interesting people to share their thoughts about life and filmmaking.

I think you're a superstar, and it would make my day if you could be there! So far, the people I've invited are: 1) XX - YY Company 2) XX - YY Company 3) XX - YY Company 4) XX - YY Company.

I know that it's a little bit hectic with Christmas, so I was hoping to do it in the second week of January.

Please let me know if this works for you!

Cheers, Jack

## How to ask for recommendations for people to talk to

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Hey John,

Hope all is well.

If you recall, we spoke a few months ago when I was wrapping MY PROJECT. Thanks again for all your help!

We've got another project on the go at the moment. From what I remember, it sounds pretty similar to some previous works you are involved with.

By any chance, do you know of anyone who I should chat with? I'd love to expand my network and bounce some ideas around.

If not, no problem — just wanted to keep you in the loop. Thanks again for all your help!

Take care,  
Roger

P.S. The new project is a feature horror; you can see the concept here. *(Include link)*