

THE **EFFECTIVE** COLD EMAIL TEMPLATE

How to craft a cold email pitch that increases your response chances!

So you're ready to start pitching your music. Good for you!!

You've worked hard to make your music sync-ready. Don't let all that hard work go down the drain by not having the tools necessary to effectively pitch that music! Below is a cold email template you can use when sending your music to licensing agency reps, music supervisors, or even potential collaborators.

Let's get to it!

"Hello, [insert name if you can find it!]

I hope this finds you well. I am a [insert genre] writer/producer. I really like the projects you've been involved with, and I was hoping you would consider adding my music to your catalogue. I have included [2-3] links below (NEVER SEND ATTACHMENTS) for your consideration at your convenience.

Link 1: [name of song]

Link 2: [name of song]

Thank you so much for your time.

All the best,

[Your name]

[Main contact info - phone, web, email, etc.]

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THE 3 CARDINAL RULES

ALWAYS BE POLITE

1 This seems obvious, I know. You would be shocked at how little manners and respect people have when crafting and sending their emails. Remember that: 1. These people owe you NOTHING. Be humble and appreciative; 2. They are receiving hundreds of emails a week from people just like you. The more grateful and respectful you can be, the better your chances of getting a listen/reply.

ALWAYS BE SUCCINCT

2 This goes back to the fact that these folks are BUSY! They get tons of emails, and they have limited time. If they DO happen to open yours, don't make it a chore for them to get to the point. This is NOT the time for your life story. This is the bare minimum info needed to paint a clear picture of what you do, and a couple of links (NEVER attachments) to your BEST songs. One link to a small playlist (3-5 songs max) is even better. Double check your links and their permissions!! *Bonus tip: use sites like Box.com or Disco.ac that don't require logins.*

ALWAYS FOLLOW UP

3 This is SO key and can make such a huge difference in your career. Most people give up after sending one email and not hearing back. Chances are, unless your music is just not ready, or your weren't polite, they just didn't have time to open it. Do this: if you haven't heard back after 3-4 weeks, send another NEW email just like the first. IMPORTANT: do NOT mention any previous email you've sent. It gives the impression that you're annoyed that they haven't gotten back to you yet. Rinse, repeat.