



CHECKLIST: HOW NOT TO WRITE TO AN AGENT

We sometimes forget that agents are actual people.

It's easy to give them mythical, almost godlike status in our head as they seem to wield so much power. The truth is they are people like us who are passionate about their work and the industry. We must relate to them as such.

Here are a few things you should NOT do when writing to an agent:

- DON'T write a lengthy email/letter, keep your correspondence economical and to the point. Agents are busy.
- DON'T write to them for no reason, it's always best to write with an update on something you have going on that they may be able to view or attend.
- DON'T assume that they will want you just because you have attained (in your opinion) the requisite amount of training.
- DON'T write without sharing why you are interested in them in particular. Have a reason that you think they are a great outfit and possibly a good match for you.
- DON'T criticise your current or any other agent/industry member. It will immediately make them mistrust you.
- DON'T be discourteous or abrupt.
- DON'T write to complain that they haven't responded to your last email or given you a fair chance. Like dating, you must smile and move on.
- DON'T send HUGE files for them to download in a 1000 step process. Send any material in a one click acceptable file format and size. Minimise their work!

Good luck!

