



Writing to an Agent Guide: Including Template Email

There are some helpful guidelines we can offer when it comes to writing to agents.

Please keep in mind that agents are people! They are as varied in their preferences as anybody else.

The following ideas have been taken from the many conversations with respected agents that we have had over the years.

There is a template email at the end of this resource that you are welcome to copy, paste and fill in for your own use. Feel free to adapt it according to your needs.

Only write to an agent when you have a reason to (you are appearing in something, you have new material to show them etc). No one has time for a friendly chat and you must nurture your relationship respectfully.

- Know why you are writing to them. Do you admire certain actors they represent? Do you like the area of work that they specialise in? Agents/casting want you to know what they do and have a personal connection to their work. Who wants to be asked out on a date simply because they 'might be useful'?
- A good formula is to think of actors whose career you admire and work backwards. Seek out who represents them and make contact.
- Emails are good, hard copy letters are not.
- Send files (showreels etc) in compressed links and not too big.
- Make it easy for the agent to see what you have sent, you should never be more than two clicks away to your spotlight or showreel.
- If you are performing live, make sure you invite them to a midweek evening show as agents and casting directors don't really like to have to go out at weekend evenings to watch things unless essential.

Landed an agent? Here are a few thoughts on working well with them

You be the driver of your career. Be passionate about you and what you offer. If you're not, who else will be?

Communication is important with your agent. Let them know if you are away on holiday etc.

You work together - not for each other.

Writing your email

Here are 4 VERY useful guidelines from respected UK agent Oliver Thomson:

- Intro yourself
- Why have you chosen to reach out to them particularly

- Brief synopsis of your journey and training
- Brief paragraph about most recent meetings and feedback

Email Template

Feel free to copy, paste and fill in with your information. The parts in bold are there as an example. These are the areas that you can remove and replace with your details:

Dear **John Smith**,

My name is **Sarah Morgan**, I am an actor from **Bedford**.

I am writing to you as I am a genuine fan of **several of your clients** and have heard great things about you.

I recently saw **James Deveraux in She Stoops to Conquer at The Royal Exchange** and was **blown away by his versatility**. I have also been a long standing admirer of both **Catherine Channing** and **Amika Ansar** and, having found out that you represent all three of these actors was compelled to write.

I recently graduated from **Rose Bruford on the MA Screen Acting course** and am currently seeking representation.

Since showcasing, I have enjoyed meetings with casting directors **Abbie Wallace** and **Sean Strallen**. I was also seen by **Richard Wilshire** for **Coronation Street** and was told that **I gave a 'powerful reading' and will be 'seen again for certain'**.

I am keen to gain representation in order to build on these contacts and experiences and would be hugely honoured if you would consider me?

Please find my CV attached as well as my spotlight here which has my voice and showreel.

Thankyou so much for your time and I look forward to hearing from you.

Sincerely,

Charlotte Crawford