

A woman with long braided hair, wearing large headphones and a white hoodie, is sitting on a bed or couch. She is looking down at a laptop in front of her, with her hands on the keyboard. The background is softly blurred, showing a room with a window and some furniture. The overall tone is professional and focused.

Pitch Message Templates

Use these copy-and-paste templates to confidently reach out to venues, bookers, and clients. Each script is short, professional, and customizable — no more guessing what to say.

Email Pitch Template (Cold Outreach)

Subject: Live Music for [Venue/Event Name] – Quick Question

Hi [Name],

I came across [venue/event name] on [platform] and loved the vibe — especially [specific post/event detail].

It looks like the perfect space for live music.

I'm a [genre/style] [artist type] who [deliver result, e.g. creates goosebump moments, keeps guests engaged].

I've performed at [example gigs/venues] and specialize in [unique differentiator].

Quick question — are you currently booking for [month/event type]?

Here's a 60-second reel to give you a feel for my vibe: [video link]

If you'd like, I can also send over my booking kit with full details.

Thanks so much for your time, and I'd love to connect!

– [Your Name]

[Instagram link] | [Email] | [EPK link]

Instagram DM Pitch Template

Hey [Name]! Just saw [event/post] and loved the vibe.

I'm a [genre/style] [artist type] who [deliver result]. I thought I might be a great fit for your [venue/event].

Here's a quick 30-second clip: [attach video]

Are you currently booking for [month/type of event]?

Text Pitch Template (Referral or Warm Lead)

Hey [Name], [Referrer's name] suggested I reach out!

I'm a [genre/style] [artist type] who [deliver result]. Would love to send you a quick clip — **are you currently booking for [month/event type]?**

This template works best when you have a mutual connection or referral. The warm introduction immediately establishes trust and credibility.

Quick Tips for Customization



Always personalize the first line

Mention the venue/event specifically to show you've done your research and aren't sending mass messages.



Use your "Why You" statement

Include your unique value proposition in the value line to differentiate yourself from other musicians.



Keep it short and skimmable

Busy venue owners and bookers appreciate concise messages that get to the point quickly.

Essential Elements for Every Pitch

Always Include

- Always attach or link to a clip
- End with a clear, simple question: "Are you currently booking?"
- Professional contact information
- Specific venue/event details



Platform-Specific Strategies

Email

Best for detailed pitches and formal venues. Include subject line optimization and full contact details.

Instagram DM

Perfect for casual venues and quick connections. Keep it visual with attached clips.

Text Message

Ideal for warm leads and referrals. Most direct and personal approach.

Customization Workflow

01

Customize the email, DM, and text versions

Fill in your specific details including genre, style, unique differentiators, and past performance examples.

02

Save them as templates

Store completed templates in your Notes app or Email drafts for quick access and consistent messaging.

03

Send 3 today and log them

Take immediate action by sending three pitches and tracking them in your Booking Tracker for follow-up.

Template Success Factors

These templates work because they follow proven outreach principles:

- **Personalization** shows genuine interest
- **Clear value proposition** explains what you offer
- **Social proof** builds credibility through past performances
- **Direct call-to-action** makes next steps obvious
- **Professional presentation** demonstrates reliability

✔ **Pro Tip:** Always follow up within 7-10 days if you don't hear back. Persistence pays off in the music booking world.

Take Action Now

Don't let these templates sit unused. The music industry rewards those who take consistent action and maintain professional communication.

Today's Assignment

1. Customize the email, DM, and text versions with your own details
2. Save them as templates in your Notes or Email drafts
3. Send 3 today and log them in your Booking Tracker

Remember: Every successful musician started with their first pitch. These templates give you the confidence and structure to reach out professionally and consistently. Your next great gig is just one message away.