

10 Cold Reach-Out Tips & Insights

1. First things first, before reaching out, **always check the company's website for submission guidelines**. Many production companies have specific instructions for voice talent looking to get on their database/roster. Skipping this step and reaching out directly can make you seem like you don't follow instructions or didn't do your research - both of which can come across as careless and might annoy the recipient. Not a good look.
2. When writing the email, the *body* is your prime real estate. Don't clutter it! Keep it short, to-the-point, and focused on *them*, not *you* (i.e. how you can provide them with value). I try to **keep cold marketing emails to 1 - 2 paragraphs max**. Don't risk falling into the [TLDR](#) category!
3. **Finish with a question**. Make it as easy as possible for them to respond. It's a natural human tendency to want to respond to a question!
4. I call this my super hero side-kick to the email body: The signature line. Instead of listing my equipment, home studio set up, website address, past clients, etc in the body of the email, **I put all that general info in the signature!**
5. **Do NOT attach your demo** unless asked to do so. Aside from it possibly coming across as presumptuous, many companies will automatically redirect an email from an unknown sender that has an attachment to spam; or even worse, block the email altogether. To get around this, having my website listed in my signature allows them to check out my demos there if they want to.

6. **Don't undervalue your subject line!** Convince & Convert found that 33% of people decide whether to open an email *because* of it's subject line!
7. 82% of email marketing experts keep their **subject line under 60 characters** (under 50 is even better). This is because most email service providers (and mobile phones) don't show full subject lines longer than that ([source](#)).
8. Fun fact: **Personalizing the subject line can increase open rates by 26%** (i.e. adding the person's name) ([source](#)).
9. [Belkins.io](#) concluded the **optimal number of follows ups is 2** (so that's 3 emails total, including the initial and the 2 follow-ups). But no matter what, ALWAYS follow-up! You can keep it short, but just make sure to follow up.
10. Remember to **be friendly, approachable, and professional**. We're in a people business. If you provide a good service and they like working with you, that's the ultimate combination!