

LONGER COVER LETTER: Formula for creating PERCEIVED value

Hey/hi/greetings [Agent's name], (address it to the exact agent in the division you are seeking)

[Genuine Compliment and/or Personal Connection and/or Referral]. [One item off your WWAPM list] + I am currently seeking [across-the-board /theatrical/commercial] representation.

Recent career-building highlights [and/or] Fun Facts (reference WWAPM for ideas)

*Callbacks

*Bookings

*Classes you are taking/programs you just completed

-Ex. Just completed scene study/cold reading intensive at Anthony Meindl's Actor Workshop

-Ex. Intensively training with [teachers] or at [name of schools]

*Casting directors, producers, directors, etc. that have giving you positive feedback at showcases, etc.

*Ethnic mixes you play

*Perfect for shows like [list 2-3], which I see your clients have recently booked

Recent Feedback from the Industry or Quotes [OPTIONAL]

Included are my headshot/1-sheet and resume for your consideration. My reel can be viewed at [link].

I appreciate you reading this far as I know you are incredibly busy, but a sentence or two response from you would mean the world to me.

Thank you.

[Signature]

Name

Email

Phone Number

Website/AA/LA Casting Link/IMDB vanity link

EXAMPLES OF SUCCESSFUL EMAILS WRITTEN BY CAREER ACTIVATE STUDENTS AS WELL AS JONA & BRIAN THAT GENERATED MEETINGS

***Note:** most of the names have been removed to protect the privacy of the students and individuals referenced in the cover letters

Successful Email Example 1

Dear Ms. XXX,

Congratulations to your client _____ for his role in [TV show]! The fact that so many of your clients are working is a reflection of the great work you are doing on their behalf. This dedication to helping an actor grow their career is a quality I seek in potential representation.

I just got a **BFA in Acting** from **NYU Tisch** and I am currently seeking representation (**transitioning from Paradigm**).

Recent career-building highlights:

*Over **50% callback rate for national commercials** in the last couple months, including McDonald's, Olive Garden, and Intel

*UCB Improv Training

*Over 18 To Play Younger; Asian/Mixed Roles; Mandarin Speaker

*Trained at London Academy of Music and Dramatic Arts

*Perfect for shows like **GLEE**, **NEW GIRL**, and **MELISSA AND JOEY**, which I see your clients have recently booked

INDUSTRY ACCOLADES

"Brian Chin has got the drive and energy of an actor who is already successful. I have no doubt that he will become **a shining star in LA**"-

Jen Rudolph- Rudolph/Mitchell Casting, CD for "Transformers", "Friday Night Lights"

"Brian's in-depth training and exuberant energy makes him a joy to work with. He always puts one hundred percent of his heart and soul into his work and those around him. As a **fresh, young actor** growing his career straight from college, you can expect a **true professional**"-

Elena Berger- Former Agent at ICM; Manager at JLC Productions; Instruction at the Juilliard School

Included is my 1-sheet for your consideration. My resume can be viewed at www.BrianChinActor.com/Resume

I understand you are busy, so if I don't hear back from you, don't worry. I will be sure to follow up via phone by 4-25

Thank you, and congratulations to your client XXX for his role in [TV Show].

Brian Chin

Email

Phone Number

www.BrianChinActor.com

I appreciate you reading this far as I know you are incredibly busy, but a sentence or two response from you would mean the world to me.

Successful Email Example 2

Subject: Congrats to Donna XXX

Hey there [agent's name],

I'd love to chat with you about across the board representation.

Career/Resume highlights:

- Last week was called back for two national commercials (one for new Coinstar Photobooth)
- Spotlight in Las Vegas Magazine 2 weeks ago for role of Tina Vitale in "Tony n Tina's Wedding". (Modeled Wedding Gown)
- Lead role in multi award winning movie musical, "Welcome to Harlem" (most recently won Best Comedy at Toronto Film Festival)
- Featured on "The Wendy Williams Show" as Valerie Bertinelli Look-a-like.
- Recently graduated from UCB Improv 101.

Recent feedback from Casting Directors/Associates:

Brett Greenstein- "Very confident, strong actress."

Meg Morman- "What an honest actress."

Melanie Crescenz- "Great comedic timing!"

[\[actors access link\]](#)

Best,

Website

IMDB

Facebook

Cell

Successful Email Example 3

Subject: Congrats to Jim XXX!

[Agent's name]

Congrats to your client, Jim XXX, on his recent booking of **THE MIDDLE!** The fact that so many of your clients are working is a reflection of the great work you are doing on their behalf. This dedication to helping the actor grow their career is a quality I seek in potential representation.

Very recently I decided that I wanted to partner with an agency I feel a stronger fit with and wanted to reach out to see if you'd be open to discussing representation.

My recent career-building highlights:

*The last month, I played MIRIAM YOUNG on **BONES**, ANGIE on **THE YOUNG & THE RESTLESS**

***Guest-starred** on Comedy Central's **THE KROLL SHOW** recently

*Out of the last 4 national commercial auditions I've had in the last month, **I got 3 callbacks and was put on avail for 2 of them** (Pennzoil & FedEx). My **national TD Ameritrade commercial with Matt Damon** is still running.

If you have a few moments, please check out my reel & resume at: [website]

How open would you be to discussing representation?

Thank you!

Successful Email Example 4

Dear ,

Congratulations to your client _____ for his role in _____ ! The fact that so many of your clients are working is a reflection of the great work you are doing on their behalf. This dedication to helping an actor grow their career is of paramount importance to me as I seek new potential representation.

RECENT CAREER-BUILDING HIGHLIGHTS:

***Booked by NBC** on "Blake Shelton's Not So Family Christmas"

***Over 80% callback rate** for national commercials in the last couple months, including **Honda, Toyota, Dunkin Donuts, and Nike**.

*Just closed a play at the highly lauded **Elephant Theatre Company** in early 2013. Currently, **in rehearsal** for another show **opening this July**.

***Groundlings** Advanced Improv Training

*Ongoing weekly study at the iconic **Steppenwolf Theatre**, under supervision of Tom Irwin ("Marley & Me", "Law & Order: SVU", "My So-Called Life")

*25-30 to play that lovable douche, cocky young lawyer, wholesome everyman, and street smart young detective.

*Perfect for shows like **NEW GIRL**, **Psych**, and **Suits**, which I see your clients have recently booked.

INDUSTRY ACCOLADES

"I've been pushing for Ben since we met" - **Russell Boast, Casting Director, Pagano/Manwiller Casting** ("Franklin and Bash", "White Irish Drinkers")

"Ben pays great attention to detail in creating characters, is fearless in executing his choices, and always prepares meticulously"- **Stuart K Robinson – CEO of Brady, Brannon, & Rich**

"Ben is considerate, diligent and innovative in his work. He is respected and admired by his peers. He shows great integrity and courage in his approach to ideas that are new and challenging to him. He possesses true talent, but more importantly, he has passion." -

Lindsay Allbaugh, Artistic Director, Elephant Theatre Company, Associate Producer, Center Theatre Group

Included is my 1-sheet for your consideration. My resume is attached to this email.

I appreciate you reading this far as I know you are incredibly busy, but a sentence or two response from you would mean the world to me.

Thank you, and congratulations to your client _____ for his role in .

Successful Email Example 5 (after knowing she was in the same place as the agent earlier, but hadn't met her)

Hey [Agent's name]!

Greetings from a fellow Marina Del Rey resident!

I just wanted to take a second to say your client [Client's name] who was in last night's show at 2nd City's [Performance name], is so hilariously funny!

I came out to see their show because my friend [Actor friend's name] was one of the performers and was impressed by what a funny actress Nicole is! I loved the scene where Nicole was the teacher and kept saying, "this is a school, we can't have this here!" What a great scene!

Taking the time to come to Nicole's show shows your involvement and commitment to your talent, which is one of the most important qualities I look for in representation! I wanted to see if you would be open to starting a dialogue about theatrical and commercial representation.

I am a comedic actress who's age range is 20-29 and excel at humorous roles especially humorous, quirky blonde girl roles, mostly because I am smart enough to understand the joke and cute and charismatic to pass for not being very bright even though I am extremely intelligent. :) Below are some of my recent career building highlights!

Recent Career Building Highlights:

- Just completed Level 3 of UCB Improv
- Series regular on two webseries and shot a supporting role in a film at CBS
- Studied commercial technique with Killian McHugh, Jenny Schmidt and Mike Pointer

-Supporting role in the film "Miss Mustard Glade" which was just accepted to SXSW

My headshot and resume are attached below!

Would you be open to discussing representation? I understand you are incredibly busy, but even a sentence or two response would be very much appreciated. Thanks! Have a great day!

Sincerely,

XXX

Successful Email Example 6

Hi [Rep's name]

For quite some time, I studied with [Client 1] in Anthony Meindl's master class. Each week I was so inspired by their brave work. You deserve much praise for guiding and growing them amongst your other talented actors' careers. I respect your work ethic and also how you are very heart-centered. I am a firm believer in educating our youth in a different way and support what [Charity he supports]...does to transform the lives of so many children. This combination of heart and work ethic are what I seek in potential representation.

I would love to open up a dialogue about representation.

Recent Career-Building Highlights:

*Booked 7 Guest Stars/Co-Stars on TV in the last year including BONES, 2 BROKE GIRLS, TROPHY WIFE

*Recent callbacks: Large Guest Star Callback for GREY'S ANATOMY, CBS's WE ARE MEN

*National TD Ameritrade commercial with Matt Damon running and high callback/avail ratio for national commercials

*Last few weeks, been interviewed by The Arts & Entertainment Magazine, Actress Obsession, and The Building Years

Comedy & Drama Reels: [link]

Below is my headshot embedded and I've attached my resume & list of CDs/Producers/Network Executives that have called me back, booked me, etc.

Thank you for reading this far. I understand you are incredibly busy, **but even a sentence or two response would be very much appreciated.** Thank you.

EXAMPLE 7: Connecting from the Heart

Hey [Manager Name],

I was very touched by your story in the [XXX] interview. I, too, grew up in a destructive household and it took me years to come realize that my past did not have to determine my future. It was so inspiring to read that you worked your way up in NYC and your first employer really had to take a leap of faith to hire you when you didn't have much work experience. What I lack in credits, I believe I make up for in:

- *Strong training (studied with XXX, XXX, and XXX for years)
- *Being a self-starter (produced 3 webseries).
- *Discipline (served in the military previously so I'm not a stranger to hard work)

Would you be open to taking a leap of faith and meet with me?

EXAMPLE 8: Connecting from the Heart

Also, I love your definition of beauty, I too believe that women should confidently speak their mind. Growing up in a traditional Chinese household, I felt very constrained by all the rules I had to follow. In the past few years, I'm proud to say I've embraced my own uniqueness. I personally think unique should be spelled "YOUNIQUE." ;)

I respect your work ethic and also feel we have similar values, two qualities I seek in potential representation. I would love to open up a dialogue about representation.

EXAMPLE 9:

Hey XXX,

Congratulations on [CLIENT] booking NASHVILLE & DROP DEAD DIVA amongst so many other recent bookings by your clients! It's very admirable how much work you do on behalf of your clients--- and very successfully I might add in such a short period of time. I'd love to open up a dialogue about representation.

I am a young actress that was "Made in China." ;) **2014 Oscar-winning producer XXX** called me a "young Lucy Liu---GREAT actress with a great look."

Recent Career-Building Highlights...yay momentum!

*Booked 7 Guest Star & Co-Star Roles on TV in a year including BONES, 2 BROKE GIRLS, TROPHY WIFE

*Booked a feature film (**Kerry Barden & Paul Schnee casting**) .

*Playing ARDEN in much-anticipated film TAG starring **Chris Mitz-Plasse** & Jonathan Lipniki

*National TD Ameritrade commercial with **Matt Damon** running and high callback/avail ratio for national commercials

“Every once in a while a producer/director finds an actor that is a hidden treasure, and Jona Xiao is just that actress. She is as flexible in her approach to any given character as is requested, at the same time she brings a spark that is uniquely hers. Jona is as comfortable in comedic as well as dramatic roles, but what I truly admire is that when Jona is in character, much like everything else she does, she fully commits no matter how absurd or demanding it may be. I’ll be there supporting her all the way, lucky me!” –[Producer’s Name], SXSW Award-Winning Producer (Listed 3 of his biggest credits here)

Comedy & Drama Reels: [website]

I've attached my headshot. I'm currently updating my website currently as now I have long hair and I lost about 10 pounds :)

Would you be interested in discussing representation? I know you are incredibly busy, but even a sentence or two response would be greatly appreciated. Thank you.

EXAMPLE 10: (commercial only)

My name is [actress name] and I'm half Peruvian and half German. I go out for both English and Spanish markets and have a valid passport. Last week I finished Killian's commercial call-back class.

Would you be interested in meeting with me for commercial representation?

Thank you for your time and consideration. Looking forward to hearing back.

[Embedded photo]

EXAMPLE 11: (commercial only)

Hey [Agent Name]

You asked me to send you my materials to submit to pass along to your colleagues. You mentioned that [Agency] isn't very deep in the 18-22-ish age range for [Ethnicity] women, so I'd love to meet with you three to see if there's a fit. When we worked together, I really appreciated how genuine you were, and would love to continue working with you. I LOVE how small you keep your commercial roster, less than 300 clients between 3 agents, hard to find in this town! But that's all you need when you have such strong clients.

As you know, when I audition, I have high callback/avail/booking rates. For instance, when I went out one of the most I had ever gone out---for 4 national commercial auditions in March, I got 3 callbacks and was put on avail for 2 of them. My national TD Ameritrade commercial (with Matt Damon & your client, [Client]) is still running.

Here is my recent commercial history: Out of the last 4 national commercial auditions I've had in the last month, I got 3 callbacks and was put on avail for 2 of them (Pennzoil & FedEx). My national TD Ameritrade commercial is still running)

[List of casting director, outcome, and commercial spot here]

Attached is my headshot and resume. My comedic & dramatic reel can be viewed at: [link]

Please let me know if your colleagues and you see a potential fit. I believe that with [Client]'s ability to garner far more commercial opportunities for me because of the agency's reputation and professionalism, I'll be able to book even more and we'll all have a very mutually beneficial relationship.

EXAMPLE 12: (Actress living in Chicago after seeing an ad for the Chicago-based talent agency)

Hello Ms. XXX,

First of congrats for booking your actor on 'Chicago Fire' and creating other great opportunities for your other actors. As a fellow cohort from Northwest suburbia of IL (I grew up in Schaumburg), double congrats for getting the deserved acknowledgement in reelchicago and otherwise :)

I got your email add from your facebook page and saw that you are taking submissions for new talent. I would love to have an opportunity to talk to you and see if I can be of value to your roster and in turn I get to work with someone who is passionate about acting and very invested in her actor's career.

I have attached my headshot and resume for consideration. I can be reached at this email [email] or [phone number] for further conversation. Thank you for your time.