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Motion Design Email Template



Email Template for Agency Clients

Your task:

- Use this email template and follow the instructions below to reach out to animation studios, agencies or anyone who isn't the end client.
- Let us know if this leads to starting a conversation or getting a project from a client. Why not share your results with us on social media? We are @motionhatch on Twitter and Instagram.

Email Template

Subject Line - Hi [First Name] / [Recent project they worked on]

The subject line is perhaps the most important part. If people don't read your emails then they can't hire you.

It's a good idea to put the first name of the recipient in the email subject line. Research has shown that adding the first name of a person will increase your open rate dramatically.

“

A person's name is to that person the sweetest and most important sound in any language”

-Dale Carnegie, Author of How to Win Friends and Influence People.

You can also point to a mutual contact by name in the subject line. This works really well when trying to get work through a referral.

The second part of the email subject can refer to the content of the email.

It's good idea to refer to a recent project the company has produced. It shows you're paying attention to what they are doing. You can also refer to a recent piece of work you did. However, it's usually best to make it about them and not you!

Body of the email

Hi [First Name]

Personalised Introduction

Your [insert their recent project or Instagram post] was awesome. I loved the use of [insert a comment about the project to compliment them and show your knowledge.]

Reason

I wanted to reach out and introduce myself. I'm a [insert your skillset e.g 2D motion designer] based in [location if relevant] with a passion for [personalise]. (Personalise it to them, if you have been warming them up via social media you should be able to pick out some shared interest or connection.)

Authority

I've previously worked with clients such as [clients you have worked with]. (Here you are showing them that you are a seasoned freelancer and you have worked with clients in the past, especially add this if they are similar companies. If you haven't had previous clients or worked with similar companies people might recognize just leave this out.)

Here is a link to my showreel if you would like to check it out.

[Insert link of your showreel - For example 'Hayley Akins Showreel' with embedded link]

(Make sure you always have your showreel or website really clear and easy to click on in the email. Don't put it in a block of text sometimes it makes it hard to click on a link.)

Call to action

Feel free to get back to me with any questions about my work.

Many thanks

Hayley

Let's break it down.

Here's more detail on why we use each of these sections in our template.

Personalised Introduction

The personalised intro is the most important section. It shows your contact that this isn't just a spam email. You're trying to make a personal connection upfront.

For example, this connection could be a new project they put out or a post on you saw from them on social media. If you have been researching and warming up your potential clients you will easily find these projects or things that connect you, which you can mention here. It's great to give them a compliment here too, everyone loves to hear that they are doing something that has had an impact on others.

Reason

Keep this short. Why are you contacting them? For ad agencies and animation studios it can be very simple, you just need to introduce yourself and what you do. You don't need to tell them your life story. If there is something you can mention to create a personal connection with the your contact you can do that here.

For example, I could write 'a passion for character animation and yoga', if you've seen on social media that the company do a lot of character animation and also team yoga sessions. We don't want to seem like we are stalking them, but aligning yourself with some of their values or passions can go a long way.

Expert

Show the client you have worked with other companies like theirs or ones they would know. This will show that you are a seasoned professional and regularly work with related clients. If you don't have any clients, or don't have any that are relevant, you can just leave this part out.

Call to action

In the call to action section, you want to elicit a response without seeming desperate. This is why it's better to be casual on this first email. You don't want it to seem like they would be doing you a favour by hiring you.

Things like 'Please let me know what you think of my reel' etc should be left out. Everyone is very busy and it's best to be seen as professional and also busy!

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Congratulations! Now you have a great email template to get agency clients.

If you want to learn how to send emails to direct clients join our course Client Quest!
motionhatch.com/clientquest

