# Cold Email Framework for Booking Artists

<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>THE FRAMEWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>From Email:</strong> <a href="mailto:john@companyname.com">john@companyname.com</a></td>
<td>Always use a company domain (.com) when available. <strong>Never use an organization email</strong>, e.g. <a href="mailto:booking@companyname.com">booking@companyname.com</a>.</td>
</tr>
<tr>
<td><strong>From Name:</strong> John Doe</td>
<td>Always use a <strong>human name</strong>. No robots allowed.</td>
</tr>
<tr>
<td><strong>Subject Line:</strong> Celtic Fusion Group touring through Spokane in early December</td>
<td>Use artist's name if well-known. Be <strong>specific and direct</strong>. Avoid broad genre names (e.g. jazz)</td>
</tr>
</tbody>
</table>
| **Body:** Hello Janet, | Use first names of the contact whenever possible ... then answer the following questions ...

First of all, hat tip to you and your team for the great lineup last fall. JoBlo and SomeBand put on a ridiculously entertaining live show. I also see that you had a Celtic group (Not Gingers) in your lineup last winter. **Why you?** Remember that this email needs to bluntly address what's in it for the venue. This is about them, not you. Think ‘first date’. And be specific with this. Prove that you've done your research and that your act can actually help fill and brighten their space.

One of my acts in that same vein - The Celtic Jazz Mongers - will be touring through Eastern WA and Northern ID after Thanksgiving. And word on the street, is their live act and its combo of Irish antics and shredding violin gets everyone bumping. **Why me?** This is where you pitch your act or lineup. It happens AFTER the “Why you” purposefully to earn their attention for another paragraph. Notice the specifics and some salesmanship. Also, this is where you would include. Avoid attachments like the plague. Seriously. Rule of thumb: include one link in the body of the email. Two if you're feeling dangerous.

We initially thought that we'd focus on Sandpoint and CDA, however, the audience you've crafted at Some Epic Venue seems like the demo that would groove on this and at the moment we still have wiggle room to make it work. **Why now?** In marketing parlance, this is where we “create a sense of urgency”. It's really important to be truthful here though. Venue talk to each other and if you name drop a pending booking that is really a long-shot, they will find out and aggressively ignore you.

Is this worth a short convo on the phone later this week? If so reply with your availability or shoot me a call here (555) 867-5309. **What next?** I'm definitely in broken record territory here BUT I'm gonna say it again. Be specific. And keep the questions easy to answer. Yes or No. Monday or Tuesday. Call or email.

**Signature**
Diane Young
ABC Agents of Mystery
(555) 867-5309

Keep your signature blocks short. Four lines max is a good rule. And only include links/URLs that are **directly relevant** to the goal of your email.

**P.S. Block:**
P.S. if I'm missing the mark here, hit reply and let me know. You won't hurt my feelings ... much ;^)
Optional, but strangely effective. Sometimes your “what next” or “why now” can be buried there. In this case, we went with an informal “opt-out”.

And finally - **Be Human**. This framework is only a guide. Inject the words with your own flavor and vibe. These emails are meant to trigger human conversations, not clicks.

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