

## **For e-learning clients hiring an instructional designer, cold**

Subject line:

Intro

Hi Dru,

I recently learned about the Alliance for a Healthier Generation, and your message immediately hit home with me. The reason I'm reaching out to you is that I'm a voice actor, and I specialize in helping messages get heard--whether the messages are to internal employees or an external audience.

When you're dealing with youth, I know how important it is to be heard, and I would love to be able to work with you to help make the audio in your projects shine.

Here is a link to [my demo/some samples of my work that are indicative of what working with me sounds like].

Please hit reply and let me know if you think we may be a good fit to collaborate on future projects!

All my best,  
Carrie

## **Short and sweet, industry-specific, cold**

Hi [name],

I'm a [your city]-based voice actor, and I wanted to reach out to get your take on whether you think we might be a good fit to create [videos] together.

(In my experience, a big challenge [your industry] companies face when putting together corporate videos is [x].) Your [compliment] really resonates with me, and I'd love the opportunity to see if my unique approach to voiceover could be an asset for you. Just hit reply and let me know if you're interested in talking about how my approach to doing voiceover can help bring more flow to your workflow.

[optional - here's a quick personal video message from me to you]

Best,  
[your name]

P.S. Here's where you can get a feel for the type of work I do [link to relevant demo]

## **How to reply when a client says they use online casting sites rather than hiring talent**

**directly**

Yes, I'm familiar with ABC.com. In fact, I used to have a profile on the site. But I've found that it's much more beneficial to my clients when we have an established partnership together. They know and trust me, and we have a short-hand when we work together, so we know that every project will be easy and successful.

One of my long-term clients recently emailed me and called me a "zen oasis" in her life, haha.

All that said, if you would like to talk about how it will help you do more videos faster and with more confidence to have a voiceover partner on board, I'd love to discuss with you. Plus, of course, you'd be avoiding the 20% fee that voices.com charges!

And if there's ever a project I'm not a good fit for, I can quickly refer you to another trusted voiceover partner who will do an amazing job for you.