



Lesson 7 – Messages

Practice

1. Write an email message to propose yourself to a festival you'd like to perform
2. Write an email message to a sponsor, to thank him/her for the concert/festival he/she has sponsored you (send both of them back by email)

Summary

Mails

Don'ts

- Never write a mail **without** a personal name
- Writing Dear Sir as a standard (insulting for the women!)
- Add a full list of video links in your mail
- Write too much information
- Too long message, don't over communicate
- Not clear message
- Write too many topics in one mail
- Copy/paste text with different letter type
- Send promotion material divided like using messenger, FB messenger, and some part in a mail at the same time
- Use an unprofessional email address
- Send messages through FB messenger, WhatsApp or text, unless someone is inviting you to do so

Do

- Address the person with her/his name
- Use a neutral Email address
- Make a clear, friendly message
- Introduce yourself in the first paragraph (if necessary)
- Make your purpose clear early on in the email
- Build your message from the who -why- what - where-how principal
- Make good use of subject lines (like we learned in the biography)
- Be clear and concise
- Use bullet points to sum up
- Keep your sentences short and to the point
- Be polite (Recipients may decide to print emails and share them with others)
- Check your tone (how does how your email "feels" emotionally)
- Always end with a call to action

- Thank the person for her/his time reading your message
- Start like: "please allow me", or "may I take the liberty to present myself", or "Congratulations on your festival/theatre/venue program, it looks promising"
- Ending with: thank you for your precious time, or I appreciate you took the effort to have read my message, etc
- Close your message with "Best Regards," "Yours sincerely," or "All the best," depending on the situation.
- Proofread before sending it out! (review your email for spelling, grammar, and punctuation mistakes)

Remember that your emails are a reflection of your professionalism, values, and personality. Try to imagine how others might interpret the tone of your message.

To read more:

<http://thinksimplenow.com/productivity/15-tips-for-writing-effective-email/comment-page-3/>

<http://jerz.setonhill.edu/writing/e-text/email/>

Various

Good grammar check:

www.grammarly.com

Newsletters > good timing to send: Tues/Wed/Thursday late morning or lunchtime, late afternoon /Friday morning

Tips for good services to use:

<https://zapier.com/learn/email-marketing/best-email-newsletter-software/>

<https://mailchimp.com/>

Tips

Thank you note

After a gig/performance/engagement: write a thank you note and add the email address to your newsletter list (you need to ask for permission as of May 25th, 2018-GDPR law EU). So they get updates on your ongoing career. Follow up for new engagements after six months of your last engagement.

Read more: http://daveruch.com/advice/thank-you-letter-after-gig/?utm_source=FB+Ad+-+Thank+You+Letter

Want to find a sponsor?

<http://practicalsponsorshipideas.com/create-a-winning-sponsorship-proposal/>