

Free Resource

Voice Agent Email Template

Once you have your voice reel, the next step is to send it out to Voice Agents. Here's how.

By CreateMyVoiceReel.com

Introduction

Congratulations! You're thinking about getting a voice agent and launching yourself into the world of voiceovers. What a thrill to open yourself up to a new facet of your work as an actor and a new income stream too!

This document is all about helping you overcome that scary, sometimes very intimidating and overwhelming, hurdle: Emailing agents.

In the next few pages you'll learn the necessary steps to be able to email agents and let them know you're looking for representation, including how to go about finding voice agents in your city, what you need in order to email them (ahem, a voice reel) and best practices for following up. You'll get an email template that you can plug your details into, avoiding hair pulling and hand wringing! We'll explain how best to attach your audio files to your email. And we've also included tips on how to work as a voice actor while you're waiting to land an agent—it is possible!

Let's dive in.

Overview: How to Get a Voice Agent

An excellent voice agent is the key to a flourishing career as a voiceover artist. Of course! There are exceptions to this – and there are voice actors out there doing just fine without an agent – but, in the main, a voice agent is the only bridge between you, a terrific voice actor, and high-paying, high profile work.

Below we've outlined the steps to landing a great voiceover agent:

1. **Do your research:** Research voice agents based in your city. Google "voice agents [your city]", or if you're in the UK, Spotlight (<https://www.spotlight.com/contacts>) lists all of the voice agents. If you're in another large city, there may be a Spotlight equivalent, check that out! And of course, ASK YOUR FRIENDS who are VO artists who their agents are and if they like them! If they do, you'll want to email those agents and mention your friend (their client). Make a list of all the agencies that seem like they'd be a good fit for you.
2. **Create a sh*t hot voice reel:** To be blunt, there is no point reaching out to voice agents for representation if you do not have a voice reel*. A voice reel is a crucial marketing tool that showcases your voice and acting abilities. Put together a high-quality demo reel that demonstrates your range and versatility as a voice actor. Make sure to highlight your best work and keep your reel short and to the point.

**If you don't yet have a reel, we highly recommend you make one with us! That's our speciality. We've made reels for actors represented by Yakety Yak, Voice Squad, and Mighty Mouth, to name a few! But do your own research and make your reel with someone you feel comfortable with and trust.*

3. **Email the agents your reel:** Once you've got your list of agents and your dazzling reel, it's time to reach out to the agents/agencies you'd be happy to work with via email or their online submission portal. Be brief! Introduce yourself and provide a link to your demo reel (see page 6 for the email template and page 5 for tips on attaching your reel). Be sure to follow the agency's submission guidelines and include any additional information or materials they may request.
4. **Follow up:** If you don't hear back, send a polite follow-up email after a few weeks. Remember to be patient and respectful. If they're a good agent, they're very busy and they won't take on new clients lightly.
5. **Reignite:** if at first you don't succeed, try again! You're allowed to reach out to agents who either rejected you or you didn't hear back from in 6-12 months, just make sure you have something new to tell them. This could be a new show you're working on, invite them to it, you've revamped/upgraded your voice reel which they might be interested in. Let them know what you've been working on - never just send the same email.

While you wait

- Hone your craft: Tune your ear and keep your voice warm. Get some vocal coaching to understand your relationship with your voice. If you can't afford a vocal coach, there's loads you can listen to and mimic, record on your phone to listen back to etc. We've outlined a handful of simple exercises to keep you at the top of your game [HERE](#).
- Get to work without an agent: While an agent is often the key to the high-earning voiceover gigs, it is possible to work without one. We have outlined five ways you can get working as a voice artist without an agent [HERE](#).

Remember, connecting with a voice agent takes time, effort, and persistence. Keep honing your craft, building your portfolio, and reaching out to agencies, and eventually, you'll find the right agent who can help you take your voice acting career to the next level.

Email Attachments

Next you need to attach your stunning, dynamic, killer Voice Reel to your email. But rather than ATTACH it we recommend including two links where they can listen to it.

Why? Sometimes, email filters don't like emails with attachments and they get shifted to spam or bounce back. The best way to avoid this is by providing links to your voice reel rather than attachments. We recommend a link for them to stream it and a link for them to download it. Here's how:

1. Stream

We recommend uploading your voice reel as an audio file to your Spotlight profile if you have one. Depending on the number of samples of your voice you have in different contexts, we recommend ordering your samples in the following way:

- a. Commercial (don't split ads, just one audio file up to c. 90 seconds)
- b. Corporate
- c. Audiobook
- d. Documentary
- e. TV Narration
- f. Meditation
- g. Character Medley/Video Game/Animation.

Alternatively, you can create a free [soundcloud](#) page, although be aware that soundcloud security features can often block audio that it thinks might infringe copyright (if it does this, skip to the 'Download' option below). On Soundcloud, create a profile for yourself. Use your headshot as the profile picture plus any other information you want to include about your professional history - not too much! Upload your voice reel. Create a playlist with each track. Set the tracks and the playlist to 'private'. Soundcloud links will mean agents can very simply click a link and listen on their devices.

2. Download

Create a free Dropbox or Google Drive account. Create a folder called '[first and last name]__CommercialVoiceReel'. Drop all of your commercial voice reel samples into the folder individually. **VERY IMPORTANT: switch sharing to 'anyone with link'**. Dropbox links will allow voice agents to download your voice reel very quickly and easily providing you provide access to anyone with the link.

Email Template

To: [the email listed on their website]

Subject: Representation - [something to describe your voice]

Some tips:

- Don't be fancy. Keep it to 3-4 additional words. You can name your accent, your age, your gender, and/or the quality of your voice (deep, warm, light, cool, etc).
- If you're in the UK but from Canada your subject line could be *Representation - North American accent* (it's enough!).
- Avoid adjectives like "stunning", "excellent", "amazing" as they don't actually inform the agent about what they're going to hear.

Email:

Hello [Agent's Name if available],

My name is XX. I am an actor originally from XX, now based in XX. I am seeking representation as a voice actor. [If you have a friend who is represented by them, mention that here, i.e. My friend XX has only glowing things to say about you.]

[If you have any professional VO experience, mention it here, in one brief sentence, (i.e. My experience includes narrating the audiobook XX and two BBC4 Radio dramas) otherwise, skip this sentence.]

You can stream my Voice Reel on Spotlight/Soundcloud here:
[insert link]

You can download my Voice Reel from Dropbox here:
[insert link]

I'd love to meet with you to see if we'd be a good fit.

Very best,
[Your name]
[Your phone number]
[Your website/Spotlight if applicable]

Remember: Agents live in their email, and if they're a good agent, they're busy and their inbox is rammed! If you send a wall of text, it likely won't get read. The briefer the better. Do not wax on about how great they are or give a detailed account about your hopes, ambitions or experience—they're not the audience for that! They really just want to hear your reel—that's the decision-maker. Be professional and respect their time by being direct.

Waiting to hear back from Voice Agents

Patience is key when waiting to hear back from voice agencies. Remember, they receive numerous voice reels regularly, and it may take some time for them to review and respond to your submission. Avoid hounding them with follow-up emails, as this may result in them ignoring your message altogether.

If it has been a month and you have not received a response, consider gently following up on your original email to inquire if they have had a chance to listen to your demo. If you still don't hear back after another month or so, try reaching out again in six months with a slightly different email and subject line, ideally to invite them to something you are doing, or to let them know about some work you've done—either voiceover work or acting work. Be friendly, professional and brief!

When offers start to come in, it's important to remain calm, courteous, and trust your instincts. Don't be afraid to ask questions and seek advice from those you trust in the industry.

We wish you the best of luck with your journey as a voice artist. It's an achievement to get to this point, and you deserve the best. If you found this helpful, please consider liking us on Facebook and Instagram and sharing your feedback. We welcome any ideas you may have for improving it.

Keep the faith and stay committed to your goals!