FREE FROM SECRET ACTOR SOCIETY

8 steps to pitch an agent and actually hear back

From my class Sign With an Agent & Manager You Love.

Hi, Kym here.

When I was looking for a new manager, I sent 30 emails. I had a pretty substantial resume, and one person watched my reel.

That one person signed me. If I'd stopped at 29, I wouldn't have got representation from that round.

Plenty of great actors never get past the first email to an agent… not because of their talent, but because of how they pitch.

Every step of a pitch has one job, and none of them is "get signed". The subject line gets it opened. The email gets your reel clicked. The reel gets the meeting. Each step only has to earn the next one.

Kym

01 **Research the human, not the agency.**

Agents aren't agencies. You're emailing a human. Look up who they rep and what those clients are booking.

02 **Don't wait for a referral.**

A referral is the best way in, but you don't need one. Only a small proportion of agencies insist.

03 **Give your subject line one job: get it opened.**

Referred? "[Your Name], referred by [Name]". Not referred? Lead with your point of difference: "Trilingual actress [Your Name]".

04 **Open with their name and your research.**

Never "Hi there, I'm looking for representation." Add a sentence or two about something you genuinely respect about them.

05 **Keep the whole email under 300 words.**

Background in a few sentences. Achievements as bullets. You don't need to oversell yourself.

06 **Test every link, then time it.**

No YouTube, no downloads, no passwords. Link straight to your reel. Send after lunch, Tuesday to Thursday. Mondays everyone's busy. Fridays everyone's exhausted.

07 **Follow up three times, then call.**

I get most of my responses at follow-up two or three, or from the phone call after. The scripts are over the page.

08 **Track it, and keep going.**

An email tracker shows who opened and who clicked, so you fix the right step. In LA it can take 40, 50, 60 emails before you get a response.

They didn't reply. Send this next

FOLLOW-UP 1 · ONE WEEK LATER · FORWARD YOUR ORIGINAL

"Hi [Name], hope you've had a great week. Just following up on the email below."

FOLLOW-UP 2 · ONE TO TWO WEEKS LATER, ON A DIFFERENT DAY

"Just bouncing this to the top of your inbox."

FOLLOW-UP 3 · ABOUT A WEEK LATER

"Hope you're well. I realise you're busy, so I'll give you a buzz tomorrow to chat about the email below."

THEN CALL · YOU'LL PROBABLY GET THE RECEPTIONIST

"Hi, I've sent a couple of emails through. I'd really love to work with [Name]. Any chance they have time to meet next week?"

The pressure isn't on them repping you. It's on them paying attention to you. That's all you need.

REP NAME	SENT	FU1	FU2	FU3	CALL

This guide comes from **Sign With an Agent & Manager You Love**, one of the 18 masterclasses in The Journey at **secretactor.com**.