



EMAIL TEMPLATES FOR CONTACTING BUSINESSES



Hey guys,

Thanks for subscribing to our weekly newsletter and for downloading our templates! I'm sure you guys are already aware that I've taken the time over the years to create email marketing templates that I've used to contact various businesses. These have changed many times and they will probably continue to change because we should always adapt and test out what works.

Of course, these are examples that have worked for me but like any template, nothing is foolproof and they will require personalization. We wrote an article on [10 Tips For Sending Cold Emails To Businesses That Get Responses](#) to help you personalize these template emails so they don't end up in the trash or junk mail.

We'll continue to update this document and keep you updated when we do but for now, here is a specific template we used.

If you have any questions, feel free to reach out to me on [Instagram](#) and I'm always happy to help!

Thanks!

Jason

EMAIL TEMPLATE TO CONTACT RESTAURANTS:

Subject line examples:

- Showcase your delicious food through video
- Lets help you attract more customers w/ video
- We'll help [company name]'s Instagram get views

Hello **[find out the name of marketing person or business owner]!**

I'm **[your name]** of **[your business/company name and city/location based out of]**, and I noticed on your website and social media that you haven't implemented videos to help market your services, delicious foods and restaurant to go alongside your amazing photos. I know for a fact that video will help **[name of their business]** gain even more exposure and attract new customers and business.

I love all the amazing food photos on your social media and I want to help add the videos element to visually show the atmosphere, the friendly staff, the delicious foods and drinks that people instantly drool over saying "I HAVE to go there!"

I recently worked with **[another restaurant you've worked with]** on creating this video **[link to your video]** to help them market **[specific item such as their food, atmosphere, etc]** and they had great results and I would love to help you do the same!

I have a lot of ideas to help your restaurant grow with video and would love to discuss some options with you to help take **[name of their business]** to the next level.

Feel free to check out our portfolio here **[hyperlink to your portfolio – ideally your website]**.

I appreciate your time and I look forward to hearing from you!

[your name/signature/contact info]

Tips:

- *Make sure they have an active social media with little to no videos*
- *Make sure they have a large enough following for them to care (1k+ should be good enough)*
- *Some restaurants' social media are managed through marketing groups that handle a bunch of restaurants so keep that in mind when contacting them.*

I'll be updating this document with more email templates, just give me some time! Thanks and let me know if you have any questions!

EMAIL TEMPLATE TO RESPOND TO LOW BUDGET CLIENTS:

Please read "[How To Respond To Low Budget Clients](#)" first as that will help you customize this email template to fit your style!

Subject line examples:

- Appreciate you for reaching out
- Our recommendations for you

Hello **[their first name]**,

Thanks for taking the time to fill out our questionnaire and help us better understand the vision you have for this project. Although, we would like to work on this video project with you, unfortunately, it doesn't look like we'll be able to produce the high quality **[video/photo/service]** you're looking for, and that we strive for, within your budget.

Our goal is to produce and deliver the best quality content for our clients and our prices reflect that same quality we work towards achieving. If there is some flexibility and you'd like to learn more, please let us know and we'd be glad to discuss some options to try to help make this project work.

If not, we definitely understand and appreciate your time. Of course, we would still love to help regardless and would be glad to refer another **[videographer/photographer]** that might be able to help work on your project!

Thank you.

[your name/signature/contact info]