

# Marketing Email Templates

---

How can you help your dream client?



TALES FANTASTIC

[www.talesfantastic.com](http://www.talesfantastic.com)

## Part 1: The Basic Template

I thought about putting this template in a word doc so you could copy and paste, but I didn't. Instead take the opportunity to retype each section and put it in your own words.

Many of your emails can remain virtually the same for each client with tweaks in the greeting and first paragraph. But you want to make sure you are being specific to them. So if your clients have different needs and pain points make sure to address them as well. Anytime you can use your dream clients words and phrases that's a lucky bonus for you.

### Personal Greeting

Great each person by name if you have that info. If you don't, make your email as personal as possible by addressing the company, or department head etc.

### Introduction Paragraph

Introduce yourself and tell them why specifically you are emailing them or remind them of past interactions.

### How you can help Paragraph

Mention their pain points and why you think you can help them. These could include anything from illustration work they need to hiring artists that meet their deadlines. Use your dream client research to speak directly to them. Include any past successful projects or other clients who were happy with your work.

### Your Art Sample Paragraph

Short Paragraph letting them know about your new art sample and a little bit about why you created it. This can be inspiration, or the story behind it. It's also a great opportunity to address their pain points and frustrations again and show them how you solve them.

### Contact Info Paragraph

End by telling them you'd like to be kept in mind for future projects. Add your contact information including email and phone number even if they can get this info in other parts of the message.

Close out your email with gratitude and your name.

It can be great to add a P.S.

One more way to catch their attention and speak directly to them. For example: p.s. I really enjoyed your podcast interview...

## Part 2: Mix and Match Email Paragraphs

Below are a few different paragraph options for each section of the email template. Use and reword them as you see fit. They can be a jumping off point, or you can stick more closely to the template. These are here to help you get going and get your illustration work out into the world.

### Personal Greeting

Dear [Client Name]

Good morning [Client Name]

Hello [Client Name]

### Introduction Paragraph Templates

It's been a few months since I emailed you and I have some new art samples that I think will fit the [type of illustration ex: book cover illustration] you may need in the future.

I enjoyed meeting you at [conference or event] and I hoped these illustration samples would fit in with your needs as the art/creative director at [Company].

I enjoyed hearing you speak at [Conference, event or podcast] and I wanted to share a few art sample with you that I hope can help you when you next need a [type of illustration ex: picture book illustrator].

I recently saw the [name of work like a book title] you art directed and I loved how it turned out. I thought my new art samples might be something you could use next time you have a similar project.

Since I emailed you a few months ago I've created a new illustration sample of a type that I thought could be helpful for you on your next [type of project ex: book cover].

### How you can help Paragraph Templates

I understand that you often need [Type of Project ex: book interior illustrations] and I recently finished an illustration for [past client/name of personal project] I'm happy with how it turned out and thought you might need similar illustration in the future.

I know you often need/publish [type of work] and hope that my portfolio can show you the type of samples that would be beneficial to your next project.

You mentioned in your [speech at event or podcast interview] that you often need [type of illustration] and I think my portfolio could fill that need. I recently finished a project for [company name or name of your personal project] that is exactly what you described when you said [quote].

I created [type of art] and I thought it would be helpful for you to have it on your radar for your next [type of project. Ex: picture book]

### Your Art Sample Paragraph Templates

I've included an art sample that could be used for [type of work. Ex: Book Cover] I was inspired to create it after I [tell why you created the art].

The art sample I've included is one I think you'll like because it would work for a [type of work ex: Picture book interior] I got the idea from [tell about your inspiration] and I'm happy with how it turned out.

I was inspired to create this illustration after I [tell where you got the idea] and I think it works as a great sample for [type of project] I really enjoyed [tell about your favorite part of creating the art]

I created this illustration for [client name or personal project name] and it was a lot of fun to create. I enjoyed [tell why you liked creating the work]

### Contact Info Paragraph Template

I hope you'll keep me in mind when you next have a project that would fit my style and way of working. My full portfolio is available at [your website] And you can contact me at [email, phone number and agent name and contact info if you have one.]

When you next have a project that would fit my art style I hope you'll keep me in mind. My full portfolio is available at [website] You can contact me at [email, phone number and agent name and contact info if you have one.]

### Closing Paragraph Template

Thanks for letting me share my art with you. I always appreciate it.

Sincerely,

[Your name]

I appreciate your taking the time to look through my samples.

Until later,

[Your name]

Thank you so much for your time.

[Your name]

### P.S. Paragraph Template (optional)

P.S. The photo you posted on Instagram of [describe photo] is so [give them a compliment]

P.S. I saw/heard on [name podcast or social media site] that you love [item] I love [item] too!

P.S. Your comment about [name comment from speech or podcast interview] was so [funny/inspiring/helpful]

P.S. I loved the [name of project they worked on]