

Professional Email Planning & Outreach Worksheet

Outreach Information

Artist / Band Name: _____

Primary Contact Name: _____

Phone Number: _____

Email Address: _____

Website: _____

Primary Social Media: _____

Outreach Purpose

Type Of Outreach

- Booking Inquiry
- Festival Submission
- Press Inquiry
- Collaboration Request
- Mixing / Mastering Inquiry
- Sponsorship Request
- Playlist Submission
- Networking Introduction
- Venue Follow-Up
- Other: _____

Primary Goal Of This Outreach

Contact Tracking Database

Contact Name	Organization / Role	Email	Date Sent	Response Status

Subject Line Planning

Outreach Type	Subject Line
Booking Inquiry	
Follow-Up	
Press Inquiry	
Collaboration Request	
Release Announcement	
Sponsorship Inquiry	

Submission Materials Checklist

Before sending outreach:

- Artist biography updated
- Live footage tested
- Streaming links tested
- Website working properly
- Contact information verified
- Social media profiles updated
- Press photos prepared
- EPK prepared if needed
- Attachments named correctly
- File sizes minimized

- Recipient name verified
- Links open properly on mobile

Email Content Review

Before sending:

- Message is concise
- Purpose is clearly stated
- Request is specific
- Tone is professional
- Links are organized clearly
- No spelling errors
- No exaggerated claims
- No unnecessary attachments
- Contact information included

Follow-Up Scheduling

Contact Name	Initial Email Date	First Follow-Up	Second Follow-Up	Final Status

Response & Opportunity Notes

Contact	Response Summary	Potential Opportunity

Relationship Tracking

Future Follow-Up Opportunities

Referrals / Introductions Received

Additional Notes