

Professional Email Templates for Freelance Filmmakers

Clear communication creates better opportunities

Whether you're a seasoned cinematographer, a versatile video editor, or an up-and-coming filmmaker looking to establish yourself, clear and professional communication is essential for building relationships, landing jobs, and growing your freelance career.

These evergreen email templates have been carefully crafted for freelance filmmakers—covering both production and post-production roles—to streamline your outreach and responses at every stage of the hiring process, all based on prior experience and real life interactions.

From initial introductions and responding to crew-calls, to gracefully negotiating rates, confirming project logistics, or even gently following up on late payments, each template is designed to help you communicate clearly, confidently, and professionally.

Customize each email to reflect your unique personality and skillset, and use these guides as tools to save time, reduce stress, and consistently present yourself in the best possible light to clients, collaborators, and industry contacts.

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1. Cold Introduction to a Production Company

When you've never worked with them before, but you want to get on their radar.

Subject: [Your Role] Available – Recent Work for [Notable Brand / Show]

Hi [Name],

I'm [Your Name], a [Your City]-based **[your role – “1st AC / DIT / Editor”]** with [X] years on national spots for brands like **[Brand A, Brand B]**.

Why I'm reaching out: I admire the storytelling in [Project or Reel of theirs], especially [specific detail from project]. As a **[specific specialty—e.g., “high-speed Phantom workflows” / “documentary colorist”]**, I would love to see if there are any future opportunities in the future to work together, or if you have any need for this role, I would love to be considered.

Quick hits about me:

- Recent work: [60-sec reel link] (password: [pass])
- Gear I own: [camera / lenses / software licences]
- Union status & current availability: [details]

If you have a moment this week, I'd love to send over a full CV or hop on a quick call. Thanks for taking the time to read this, and best of luck on the next production.

Cheers,

[Full Name]

[Number]

Example

Subject: Phantom Tech Available – Recent Work for Portillo's

Hi Chris,

I'm Nick, a local Chicago-based cinematographer with 6 years of experience working on commercial and social spots for brands like Gatorade and Portillo's.

Why I'm reaching out: I saw your work with Nike, and wanted to say that I was inspired by the storytelling, especially your switch between aspect ratios to showcase practice and recovery moments. As a Phantom Camera operator / slow motion camera specialist, I would love to see if there are any opportunities in the future to work together, and if you have any need for this role, I would love to be considered.

Quick hits about me:

- Recent work: [Thisismyportfoliolink](#)
- Gear I own: Freefly Ember 5K with rehoused vintage Mamiya lenses
- Union status: Non-union Phantom Tech

If you have a moment this week, I'd love to send over a full CV or hop on a quick call. Thanks for taking the time to read this, and best of luck on the next production.

Cheers,

Nick Staniszewski

1-800-My-Infos

2 Reply to a Crew-Call Posting

When you're answering a public call for crew on social or an industry board.

Subject: Crew-Call – [Role] for “[Project Title]” – [Your Name]

Hi [Name / Hiring Producer],

I saw your post seeking a [role] for [project title / shoot dates] and wanted to throw my hat in:

- Experience: [X] years | credits on [2–3 relevant shows/brands]
- Relevant skills: [e.g., “Steadicam-certified,” “DaVinci Resolve 18]
- Day rate: [\$___] (negotiable) + [gear rental if applicable]
- Availability: confirmed for [shoot window]
- Portfolio: [link] | References upon request

Love the concept and would be excited to help the team nail it. Let me know if you need any additional info or would like to hop on a call/video meeting to virtually meet and discuss any details.

Best,

[Your Name]

[Phone] | [Website]

Example

Subject: Crew-Call – 1st AC Role for “Thunder Thunder” – Nick Staniszewski

Hi Amy,

I saw your post seeking a Cam Operator Role for *Thunder Thunder* on April 2nd – April 5th, and wanted to throw my hat in:

- Experience: 3 years | credits located here: [IMDB link](#)
- Relevant skills: RED & Arri experience, Phantom Tech, 1st AC experience
- Day rate: \$700 (negotiable) + RED Raptor rental available
- Availability: available for April 2nd – April 5th
- Portfolio: [MyPortfolioLink](#) | References upon request

Love the concept and would be excited to help the team nail it. Let me know if you need any additional info or would like to hop on a call/video meeting to virtually meet and discuss any details.

Best,

Nick

3 Follow-Up After a Networking Event

The “great meeting you” email that keeps the momentum going.

Subject: Great meeting at [Event] – [Next steps]

Hi [Name],

Really enjoyed chatting at [event / mixer] about [shared topic]. Your insights on [their project or interest] were super helpful.

As promised, here’s a link to [your reel / case study] and the [resource] we discussed. If you’re still looking for [role or service] support on [upcoming project], I’d love to help.

Would love to keep the conversation going—happy to grab coffee or jump on a call next week.

Thanks again,

[Your Name]

Example

Subject: Great meeting at Cinespace yesterday – Down for a coffee?

Hi Greg,

Really enjoyed chatting at Cinespace about the CRI values of LED lights and their impact on color grading. Your insights on choosing incandescent versus LED lighting were super helpful.

As promised, here’s a link to my reel, and also the call sheet generator we discussed. If you’re still looking for support on your short, I’d love to help in any way.

Would love to keep the conversation going—happy to grab coffee or jump on a call next week if you’re available.

Thanks again,

Nick

4 Referral Introduction (Warm Intro)

A friendly, low-friction hand-off when a mutual contact connects you.

Subject: Intro via [Mutual Contact] – [Your Role] Support for [Project]

Hi [Name] — and thanks, [Mutual Contact], for connecting us!

I'm [Your Name], a [role] focusing on [niche]. Recent credits include [Project A] and [Project B], where I delivered [measurable win—e.g., “same-day dailies for a 6-camera shoot”].

[Mutual Contact] mentioned you might need help with [specific need / upcoming dates]. If so, here's a quick snapshot:

- Reel/CV: [link]
- Gear / software: [list]
- Availability: [dates]

Let me know if you'd like to hop on a quick call or if there's paperwork I can fill out in advance.

Looking forward to the possibility of working together.

Best,

[Your Name]

Example

Subject: Intro from Rachel – Cinematographer Support for Sports Commercial

Hi John, — and thanks Rachel for connecting us!

I'm Nick, a cinematographer focusing on camera movement with experience on a number of sport commercials. Recent credits include these two pieces of social media for Gatorade, where I used the Ronin-4D on a car rig (and also did a bit of drone work!)

Rachel mentioned you might be looking for a cinematographer for you spot shooting this Friday. If so, here's a quick snapshot:

- Reel/CV: My Portfolio Website
- Gear: DJI Ronin4D with Transmitter & High Bright Director Monitor

Let me know if you'd like to hop on a quick call! Looking forward to the possibility of working together.

Best,

Nick

5. Rate Negotiation / Counter-Offer

When the offered rate doesn't quite meet your standard, but you still want the gig.

Subject: Quick Follow-up on [Project Title] Rate

Hi [Name],

Thanks so much for reaching out—I'm excited about the possibility of working together on [Project Title].

The role sounds perfect, and I'd love to jump onboard. Regarding the proposed rate, my usual rate for [your role] is typically [\$X/day or \$X/project], due to [experience, gear, specialization, etc.]. Is there some flexibility in the budget to meet closer to this number?

I'm open to discussing this further and happy to explore ways we can make it work for both sides.

Thanks again—I look forward to your thoughts!

Warm regards,

[Your Name]

Example

Subject: Quick Follow-up on Shoot Rate

Hi John,

Thanks so much for reaching out—I'm excited about the possibility of working together on the project on May 2nd.

The role sounds perfect, and I'd love to jump onboard. Regarding the proposed rate, my usual rate for this role is typically \$800/10 due to the local rate here. Is there some flexibility in the budget to meet closer to this number?

I'm open to discussing this further and happy to explore ways we can make it work for both sides; perhaps I can throw in a rental?

Thanks again—I look forward to your thoughts!

Warm regards,

Nick

6. Scope Clarification for Post Production Before Accepting

When you need details nailed down clearly for a post project

Subject: Scope & Expectations – [Project Title]

Hi [Name],

Thanks for thinking of me for [Project Title]. I'm definitely interested—I just want to clarify a couple of quick details about the project.

- Could you confirm expected deliverables (e.g., rough edits, final outputs, total running time)?
- Can you confirm the timeline for this project?
- Is there anything I need to sign or any paperwork that needs to be done before brand assets are provided?

Clarifying these points will help ensure I can deliver exactly what's needed and keep us aligned throughout!

Thanks so much! Looking forward to your response.

Best,

[Your Name]

Example

Hi Tommy,

Thanks for thinking of me for this edit. I'm definitely interested—I just want to clarify a couple of quick details about the project.

- Could you confirm expected number of deliverables (run times and aspect ratios?)
- Can you confirm the timeline for this project?
- Is there anything I need to sign or any paperwork that needs to be done before brand assets are provided?

Clarifying these points will help ensure I can deliver exactly what's needed and keep us aligned throughout!

Thanks so much! Looking forward to your response.

Best,

Nick

7. Confirmation & On-Boarding Details

When the gig is booked and you need to lock down logistics.

Subject: Logistics – [Project Title]

Hi [Name],

Confirming I'm booked for [Project Title] on [dates]. Thrilled to join your team!

To ensure a smooth start, could you please share any key logistics info, such as:

- Call time and exact location
- Parking / unloading details
- Any NDAs or paperwork needed
- On-site contact information

Let me know if you need anything from my side ahead of time.

Thanks again—I'll see you soon!

Cheers,

[Your Name] | [Phone]

Example

7. Confirmation & On-Boarding Details

When the gig is booked and you need to lock down logistics.

Hi Gerardo

Confirming I'm locked for the project this Thursday! Thrilled to join your team!

To ensure a smooth start, could you please share any key logistics info, such as:

- Call time and exact location
- Parking / unloading details
- Any NDAs or paperwork you need me to sign
- On-site contact information

Let me know if you need anything from my side ahead of time.

Thanks again—I'll see you soon!

Best,

Nick

8. Gear Rental Upsell

When you can add value by offering your own kit for the shoot.

Subject: (Same Thread as Before)

Hi [Name],

Excited to join the team for [Project Title]. Quick note: I have my own gear available, including [camera/lenses/lighting/audio kit specifics], that might help simplify logistics and potentially reduce your rental budget.

Happy to provide a detailed equipment list and rates, or discuss bundling this with my day rate. Let me know if this sounds helpful!

Thanks and see you soon.

Best,

[Your Name]

Example

Hey Tommy!

Excited to join the team for this shoot. Quick note: I have my own gear available, including a Sumo 19 that could be helpful as directors monitor. I know you mentioned you were traveling, and this might help simplify logistics and potentially reduce your rental budget.

Happy to provide a detailed equipment list and rates, or discuss bundling this with my day rate. Let me know if this sounds helpful!

Thanks and see you soon.

Best,

Nick

9. Travel & Per Diem Negotiation

When a project requires out-of-town travel and related costs.

Subject: Travel Details & Per Diem – [Project Title]

Hi [Name],

Thanks again for bringing me onto **[Project Title]**. Regarding the travel logistics, could you please help clarify the following?

- Are flights/hotel accommodations covered directly by production, or should I book and invoice separately?
- Is there a daily per diem or expense policy in place?
- Do you have preferences on travel dates and airports?
- Is there anything shoot specific that I should know?

I want to ensure everything is clear upfront, so the shoot runs smoothly for everyone. Happy to coordinate whatever makes your life easiest.

Looking forward to your response!

Warm regards,

[Your Name]

10. First-Day “Thank You & Next Steps”

When you want to show gratitude after a great first day and align on next steps.

Subject: (same thread)

Hi [Name],

Thanks again for today—it was great jumping into [Project Title] and meeting the team. I’m excited about what we’re capturing.

Just wanted to quickly confirm next steps for tomorrow and see if there’s anything else you’d like me to prep or review beforehand.

Looking forward to another solid day!

Best,

[Your Name]

Example

Hi Jason,

Thanks again for today—it was great jumping into the shoot today and meeting the team. I’m excited about what we’re capturing.

Just wanted to quickly confirm next steps for tomorrow and see if there’s anything else you’d like me to prep or review beforehand so that we can hit the ground running again tomorrow.

Looking forward to another solid day!

Best,

Nick

11. Mid-Project Issue Escalation

When you notice an issue and need to flag it professionally without drama.

Subject: (Same thread)

Hi [Name],

Hope you're well! Wanted to quickly touch base regarding [briefly describe issue—e.g., schedule delay, missing footage, unclear instructions] on [Project Title].

I think addressing this soon could help us avoid [complications later]. Would you have time to discuss briefly today or tomorrow?

I'm happy to jump on a quick call or follow any guidance you have.

Thanks so much!

Warm regards,

[Your Name]

Example

Hi Amy,

Hope you're well! Wanted to quickly touch base regarding the missing logo files for the social edit.

When do you think the best ETA will be for these assets? I think addressing this soon could help us avoid any issues with the timeline later.

I'm happy to jump on a quick call or follow any guidance you have.

Thanks so much!

Best,

Nick

12. Deliverable Handoff & Final Invoice

When you're ready to wrap post-production and clarify payment terms.

Subject: Final Deliverables & Invoice – [Project Title]

Hi [Name],

Thanks again for a great collaboration on [Project Title]!

All final assets are ready and uploaded here: [link]. Let me know if you need any tweaks or additional formats.

I've attached the final invoice ([Invoice #]) reflecting the agreed-upon terms. Payment terms are [net-30 or agreed terms]. Let me know if you have any questions.

Looking forward to our next project together!

Best,

[Your Name]

[Phone]

Example

Hi Tommy,

Thanks again for a great project!

All final assets are ready and uploaded here: (link). Let me know if you need any tweaks or additional formats.

I've attached the final invoice above, with language on our agreed upon payment terms of net-30. Let me know if you have any questions!

Looking forward to our next project together!

Best,

Nick

13. Gentle Payment Reminder (Past Due)

When payment hasn't come through yet, and you need to send a polite follow-up.

Subject: Invoice [#] for [Project Title]

Hi [Name],

Hope you're doing well! Just checking in about [Invoice #], sent on [original date sent], which was due [due date].

If payment is already on the way, please disregard this message. Otherwise, let me know if there's anything you need from my side to process it smoothly.

Thanks again—I really enjoyed collaborating on [Project Title] and look forward to our next opportunity.

Best,

[Your Name]

[Phone]

Example

Hi John,

Hope you're doing well! Just checking in about the invoice sent on April 12th, which was due May 12th.

If payment is already on the way, please disregard this message. Otherwise, let me know if there's anything you need from my side to process it smoothly. As a respectful reminder, any payment greater than net-45 occurs a 10% late fee, which I mentioned at the start of the project and restated in the estimate.

Thanks again—I really enjoyed collaborating on the project and look forward to our next opportunity.

Best,

14. “Pass” Gracefully on an Ill-Fitting Gig

When you need to decline an offer but preserve the relationship.

Subject: (Same Thread)

Hi [Name],

Thanks so much for reaching out about **[Project Title]**. Unfortunately, I’ll have to pass this time due to **[BEING BOOKED. ALWAYS]** but I genuinely appreciate the offer and hope to be considered again in the future.

In the meantime, I’m happy to recommend some talented colleagues if you need other suggestions.

Thanks again, and looking forward to collaborating down the road!

Best,

[Your Name]

Example

Hi Kevin,

Thanks so much for reaching out about this project.. Unfortunately, I’ll have to pass this time as I’m already booked, but I genuinely appreciate the offer and hope to be considered again in the future.

In the meantime, I’m happy to recommend some talented colleagues if you need other suggestions.

Thanks again, and looking forward to collaborating down the road!

Best,

Nick

15. Reintroduction After Hiatus

When reconnecting with past clients after a period away or inactivity.

Subject: Checking Back In – [Your Name] ([Your Role])

Hi [Name],

Hope you've been well! It's been a while since we last connected, and I wanted to reach out to see how things have been going at [Company/Project].

I recently wrapped up some exciting projects ([briefly mention notable work or skill advancement]), which made me think of our [project we worked on together]. If you're looking for [your role/service], I'd love to reconnect and discuss any projects you have coming up.

Would love to catch up when you have some time!

Warm regards,

[Your Name]

Example

Hey Tiela,

Hope you've been well! It's been a while since we last connected, and I wanted to reach out to see how things have been going!

I recently wrapped up some exciting projects for Quaker involving the Ronin-4D, which made me think of our documentary project using the original Ronin. If you're still looking to test the Ronin-4D, I'd love to reconnect to show you, or I can offer it as a bundled rental on any project you have coming up.

Would love to catch up when you have some time!

-Nick