



AMBER RENAE

THE STYLE ENGINEER

EMAIL GUIDE



Welcome

BEAUTIFUL STYLE STAR, YOU'RE IN THE RIGHT PLACE!

My soul purpose is to help people just like you, live their Styling dream, teaching them everything that I've learned as a 6-figure Celebrity Stylist and Fashion Editor.

First step in building a profitable business, is how to contact people and build relationships effectively. Your Network is so important as a Stylist so its important that you're effective in growing and nurturing it.

This email guide has been setup to cover most of the situations you will cover in day to day scenarios.

The first two emails teach you how to get an Internship with another Stylist, and the third email show you how to contact a magazine for an internship.

After that you'll find more info on best practices in contacting PR showrooms and Brands directly.

Please add/delete/edit this copy as you see fit, it is to be used as a general guide only and you should definitely inject your own personality into it.

EMAIL | *one*

Hi (Name)

I hope this finds you well,

I have always been a huge fan of your work, and I particularly love your recent [job name or description of a job they just did. eg, shoot for Vogue January edition].

I wanted to reach out to you to see how I can add value to any upcoming opportunities that you may have, and in return have the chance to learn from someone I admire.

Whilst I appreciate you will likely have your regular assistants I would be more than happy to spend the day [getting coffee/taping shoes/carrying bags].

I really appreciate your consideration.

FIRST SURNAME

Website/blog/social page

ATTACH: A Folio, a CV or a one page of inspiration

Refer to last page for a word on attachments!

You will likely get one of three replies to this email:

1. A Yes! Great now figure out the details of the upcoming opportunity!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out to them in a few months time. Then send email #2 in 3-4 months
3. No reply: If you get no reply send email #2 in 3-4 weeks time

EMAIL | *two*

FORWARD THE PREVIOUS CORRESPONDENCE AND INSERT THIS AS THE NEW MESSAGE:

Hi [Name]
I hope this finds you well,

Following on from my below correspondence I wanted to again reach out to you to see if you have any upcoming opportunities that I would be able to add value on.

Whilst I appreciate you are extremely busy, I am a big fan of your work and am extremely motivated to learn from the best!

Please keep me in mind for anything you have coming up.

FIRST SURNAME
Website/blog/social page

ATTACH: A Folio, a CV or a one page of inspiration

Use a version of this email but change the wording a little if contacting more than once!

You will likely get one of three replies to this email:

1. A Yes! Great now figure out the details of the upcoming opportunity!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out to them in a few months time. Then send email #2 in 3-4 months
3. No reply: If you get no reply send email #2 in 3-4 weeks time

Repeat this process four times. If after four emails it doesn't look like you're getting any closer to any action, then leave it and move on to someone else!

EMAIL | *Magazine*

USE THIS EMAIL WHEN REACHING OUT TO A MAGAZINE FOR AN INTERNSHIP

Hi [Name of Editor or Sub-Editor depending on size of mag]
I hope this finds you well,

I have always been a huge fan of your work, and I particularly love your recent [article or shoot they just published]

I wanted to reach out to you to see how I can add value to any upcoming opportunities that you may have, and in return have the chance to learn from someone I admire.

Whilst I appreciate you will likely have your regular interns, I would be more than happy to spend the day [getting coffee/cleaning the fashion closet].

I really appreciate your consideration.

FIRST SURNAME
Website/blog/social page

ATTACH: A Folio, a CV or a one page of inspiration

You will likely get one of three replies to this email:

1. A Yes! Great now figure out the details of the upcoming opportunity!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out to them in a few months time. Then send email #2 in 3-4 months
3. No reply: If you get no reply send email #2 in 3-4 weeks time

Repeat this process four times. If after four emails it doesn't look like you're getting any closer to any action, move onto someone else at the magazine.



PR + Brands

CONTACTING PR SHOWROOMS OR DESIGNERS & BRANDS DIRECTLY

Next up we have three different emails relating to three different scenarios you might encounter.

First we look at a Submission – this is where you're doing a photoshoot for your Folio or a Test Shoot that you may or may not end up submitting to a magazine for publication.

This is the scenarios you will most likely come across when you're just starting out as you will only be hoping that the pics will get published.

Second email is for when you have a commission – this is when a magazine has commissioned you to shoot for them.

Third email is for relationship building, where you're just wanting to come to the showroom to see the new collections, and start building relationships.

HOT TIP: I used to do 3 of these showroom visits every week – purely just to be seen and to make connections

EMAIL | *submission*

SUBJECT: Showroom Appt Fri 3pm

Hi [Name]
Hope you're well!

I'm pulling for an editorial shoot that's happening this weekend, and I'm wanting to make an appt to pop into the showroom this coming **Friday at 3pm.**

At this stage we are shooting 6-8 pages + cover option, with PHOTOGRAPHERS NAME, and plan on submitting these to X, Y and Z magazines. The other brands that have already confirmed their involvement are BIG BRAND, BIG BRAND, BIG BRAND.

I have attached some previous work, so that you can see the quality of work we achieve, and of course all products receive credits both within the printed publication as well as online through the crews social channels which total XXk.

All product will be returned Monday morning.

Please let me know if that time suits.

FIRST SURNAME
Website/blog/social page

ATTACH: Previous work

You will likely get one of three replies to this email:

1. A Yes!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out to them with the next shoot.
3. No reply: If you get no reply re-send this exact email following up in 2 days time.

EMAIL | *commission*

SUBJECT: Showroom Appt Wed 3pm

Hi [Name]
Hope you're well!

I've been commissioned by Womens Health and Fitness magazine to shoot their regular fashion feature, and I'm wanting to make an appt to pop into the showroom this coming **Wednesday at 3pm**.

I will be pulling product for Womens Health and Fitness Jan Issue, which will be on stands mid-December.

I have attached some previous issues, so that you can see the quality of work we achieve, and of course all products receive credits both within the printed publication as well as online through social and our app.

At this stage we are shooting 6-8 pages + cover option, with PHOTOGRAPHERS NAME. The other brands that have already confirmed their involvement are BIG BRAND, BIG BRAND, BIG BRAND.

Please let me know if that time suits.

FIRST SURNAME
Website/blog/social page

ATTACH: Previous work

You will likely get one of three replies to this email:

1. A Yes!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out to them with the next shoot.
3. No reply: If you get no reply re-send this exact email following up in 2 days time.

EMAIL | *showroom visit*

SUBJECT: Showroom Appt Wed 3pm

Hi [Name]
Hope you're well!

I'm a freelance stylist who's been published in X Magazine and worked with Y photographer.

I'm in your area this coming Wed and was hoping to pop in to view your current collections, **does 3pm Wed suit?**

I have attached some previous work, so that you can see the quality of work I achieve.

Please let me know if that time suits.

FIRST SURNAME
Website/blog/social page

ATTACH: Previous work

NOTE: They may ask what you're shooting at the moment, just say you have a number of advertising and editorial projects in the pipeline but you're not currently pulling for them.

You will likely get one of three replies to this email:

1. A Yes!
2. A thanks but no thanks: Send a follow up email thanking them for their consideration and letting them know you will reach out again with your next shoot.
3. No reply: If you get no reply re-send this exact email following up in 2 days time.

Repeat this process four times. If after four emails it doesn't look like you're getting any closer to any action, then leave it and move on to someone else!

FOLIO | *attachments*

Ok so what if you're just starting out in your styling career and don't have any experience, so you have no 'Styling' CV and no folio?

What you want to do in this case is put a one-page document together that has **relevant experience** on it.

Have a think about what skills are going to be relevant to someone looking for an assistant, and translate that back to any jobs you've worked. So I look for someone who is enthusiastic, motivated, driven, going to show up on time, isn't going to have an attitude, is willing to get their hands dirty and is happy to do the less glamorous jobs.

So if you've had a job in a bar for instance you would de-emphasize the bar side and focus on the skills side – "competent in handling high-stress environment, confident working under time constraints, extremely fast worker"...these sorts of things.

One page is all that you need and include a couple of images of your aesthetic/style - you can also change these images to suit the Stylist that you're contacting. So for instance, if you were contacting me, you would find some really slick, glossy, high-fashion, pretty, glamorous images and include them. If you included really dark, grungy images I would be less drawn to you. If you don't have your own images, you can use ones you find online but put a small note (images not my own).

I would highly advise you to do at least one test shoot and really expand on the experience you achieved here: Contacted PRs/Stores, Liaised with photographer, Arranged successful pick up and return of all product.

Remember: Enthusiasm, Passion and Motivation will win out over a good folio any day of the week, so don't get disheartened if you don't have one ready to show!



Next Steps

CONTINUE THE JOURNEY

I truly hope this serves you Style Star and helps you shine brightly and authentically true.

As an Entrepreneur, Celebrity Stylist and Fashion Editor, my passion in life is educating and empowering women to create a profitable, innovative business.

I teach an array of e-courses for established and newbie Stylists on how to build a profitable brand, and what is necessary to really succeed in this Industry.

I have personally built a 6-figure styling business and I would love to teach you how to do the same

I have a free class that will show you the exact steps I used to :

- + Become the Fashion Editor for Womens Health & Fitness
- + Dress Celebrities for events like the Cannes Film Festival
- + Be the Resident Stylist at the biggest Radio & TV network

I would love to welcome you to that class, simply

[CLICK HERE TO SAVE YOUR SPOT!](#)