

## Gallery Outreach & Email Template

Created by Emma K. Sonnier, hosted on [www.emmaksonnier.blog](http://www.emmaksonnier.blog)

Think of cold outreach as the beginning of a relationship. The goal of this email is to simply get a response. As you write, resist the urge to over-explain or oversell. Gallerists receive a significant number of submissions and inquiries every day. What stands out is clarity, genuine familiarity with their work, a compelling story, and a strong understanding of your own work.

Before you write a single word, ask yourself:

- Do I actually like this gallery? Does my work align with its purpose, mission, and programs — not just their Instagram, but their exhibition history, the artists they represent, the conversations they seem invested in? What can my work, thematic focus, and perspective bring into the gallery?
  - If you are committed to diversity and inclusion, does the gallery mainly represent a small demographic of artists?
  - If you create nude portraits, does the gallery or current curator have a history of censorship?
- Can I articulate honestly and specifically why my work is in dialogue with what they do — not just that I admire them?
- Is my website current, navigable, and representative of the work I want them to see?
- Am I contacting the right person? (Check the gallery's website for a director, curator, or submissions contact before defaulting to a general inbox.)

If you cannot answer yes to all four, do a little more research first. A well-timed, well-researched email will always outperform a fast one.

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### Email Template

**Subject:** [Your Full Name] — Artist Introduction

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Dear [Name],

My name is [Your Name], and I am a [your location or city-based, optional]-based artist working in [your primary medium or practice area]. I am reaching out because I have followed [Gallery Name]'s closely, particularly [reference a specific exhibition, artist, or

curatorial thread that genuinely resonates with you]. I believe my work may be in conversation with the questions frequently explored.

My practice [one to two sentences describing your work — what you make, what it engages with, and why it matters to you. Write the way you would explain it to someone intelligent who is not in your field.]

I would greatly appreciate the opportunity to connect and learn more about your programming for the upcoming year. I have attached a few images for your review, and my full portfolio is available at [website URL]. I'd be happy to provide any additional materials — an artist statement or exhibition history — if necessary.

Thank you for your time and consideration. I look forward to the possibility of talking more.

Best regards,

[Your Name] [Website] [Email] [Phone, optional]

Attach 2-4 images and your CV

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## Personalization

**The specific reference in your opening paragraph is what** separates your email from generic ones. Do not say you admire the gallery generally. Name something specific — an exhibition that stayed with you, an artist on their roster whose work yours responds to, a curatorial direction they seem committed to. Avoid being overly flattering and just speak from the heart.

**Your practice description should be written fresh each time.** The two sentences describing your work should change depending on which aspect of your practice feels most relevant to that particular gallery.

**Images matter more than you think.** Attach two to four strong, high-quality images directly to the email rather than linking to a folder. Make sure the file names are professional — your name and the work title, not "final\_FINAL\_v3.jpg." If your work is time-based or installation-oriented, include documentation that gives a real sense of scale and atmosphere.

**Follow up once, and only once.** If you do not hear back within three to four weeks, a single short follow-up email is appropriate. After that, let it rest. Unfortunately, it is to be expected

that the majority of galleries lack the staff and operational support to respond to every single email.

**Keep a log.** Note who you contacted, when, what you sent, and any response. Over time this becomes important information about which galleries are engaging with your practice and which are not the right fit.