

Pitch Template for Influencers

This document provides a template for writing a compelling pitch email to brands you'd like to collaborate with. Remember to personalise each pitch to increase your chances of success!

Brand Pitch Email Template

Here's a template you can adapt for your outreach:

Subject Line: Let's Collaborate – [Your Name] x [Brand Name]

Hi [Brand Manager's Name],

I'm [Your Name], a [insert niche] content creator based in [Your City]. I've followed [Brand Name] for a while and truly admire [mention something brand-specific you love or relate to].

I'd love to collaborate on a campaign that aligns with your [mention goal, e.g., family-friendly values, new product launch, etc.]. My audience of [X,000] is highly engaged with [your niche], and I believe I could add value by sharing [what kind of content you would create – a tutorial, reel, testimonial, etc.].

Here are a few examples of my recent work:

[Insert links to relevant posts or media kit if you have one]

I'd be happy to discuss deliverables, timelines, and fees further. Please let me know if you're open to a conversation.

Warm regards,
[Your Full Name]
[Instagram Handle]
[Contact Email]

Pro Tip

Never copy-paste this template. Personalise *every* pitch and make it clear why the brand should work with *you*. Add your *unique* flair! Research the brand, understand their current campaigns, and tailor your message to resonate with their specific needs and goals.

This template provides a solid foundation, but successful pitches require customisation and a genuine connection with the brand. Good luck!