

EMAILING BRANDS

# tips

## **find the best contact.**

Use something like hunter.io or reach out on social media for the best contact's name and email address.

## **why that brand?**

Why do you want to work with that brand? Why does a partnership make sense between you and the brand?

## **be specific.**

In what capacity do you want to work with that brand (sponsored posts, videos, etc.)? What products do you want to use?

## **provide links.**

Give them links to your content, as well as links to follow you on social media. Make it simple for them to learn who you are and what kind of content you create.



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# template

## how to use the template

Feel free to use the template below to help you draft the perfect pitch email for your dream brand. Use it as a guideline and tweak or adjust where it makes sense.

## creating a media kit

Check out our [Creating a Media Kit course](#) for tips and tutorials on crafting a media kit you can send to brands.

## pricing sponsored content

Watch our ["How to Price Sponsored Content" lesson](#) for advice about pricing your work.

## negotiating

If you have any questions about negotiating with brands, be sure to check out [our mini course with Danielle Liss](#) for recommendations and guidelines.



## **[Greeting]**

**[Name]** here from the **[niche]** blog, **[blog name]**. Nice to "meet" you!

I wanted to reach out and say that I'm such a huge fan of your brand. **[Why you love their brand – include example blog or social posts where you've used their products]**.

Do you have a blogger/influencer program? If so, I'd love to be considered for **[sponsored posts, video work, etc.]**! I think our brands align really well because **[why your readers would be interested in *their brand*? What are your ideas for using their products?]**.

You can check out my blog, **[blog name]**, and my **[social profile(s) you want to highlight]** here. My blog reaches over **[number]** unique visitors each month, and combined with my social channels, my monthly unique reach is just over **[number]**. Happy to send along my full media kit and pricing page as well.

Excited to hear back from you and hear what you think.  
Thanks so much!

**[Sign-off]**

**Example on the next page!**



Hi, Nicole!

Sage here from the baking blog, Sage Baking. Nice to "meet" you!

I wanted to reach out and say that I'm such a huge fan of your brand. In fact, I have your [Chocolate Cake Mix](#) for breakfast every morning, and I actually used it in a recipe for a Chocolate Blackout Cake on my blog a few weeks ago. [Here's that link if you wanted to check it out.](#)

Do you have a blogger/influencer program? If so, I'd love to be considered for some sponsored posts! I think our brands align really well because I focus on quick, convenient recipes on my blog, and your mixes are perfect for that! I already have some recipe ideas in mind using your [Peanut Butter Pancake Mix](#) and your [Blueberry Scone Mix](#). I also personally use (and love!) your products every day, so I think it could be a really natural fit for my readers. :)

You can check out my blog, [Sage Baking](#), and my [Instagram profile here](#). My blog reaches over 10,000 unique visitors each month, and combined with my social channels, my monthly unique reach is just over 50,000. Happy to send along my full media kit and pricing page as well.

Excited to hear back from you and hear what you think.  
Thanks so much!

Sage  
[sagebaking.com](http://sagebaking.com) | [@sagebaking](https://www.instagram.com/sagebaking)