



nashville  
wifetypes

# HOW TO EFFECTIVELY PITCH BRANDS

Guide + samples

# WHERE TO START / HOW TO SECURE

choosing a brand, finding contacts, constructing the pitch, securing long term relationships

## 01

### FIND THE RIGHT BRANDS FOR YOUR AUDIENCE

- Make sure it's authentic to **YOU**
- Take a look around you & see what products you're using on a regular basis
- You want to fit brands in your content that feel genuine

## 02

### HOW TO FIND BRAND CONTACTS

- **Hunter Extension.** It's basically a email finder extension that will give you access to contacts from anywhere on the web with just one click. It's super user friendly & usually the media contacts are reliable!
- **DM** the brand directly on Instagram
- **Live Chat** with someone for media contact on brand websites

## 03

### FIRST TIME PITCH MUST-HAVE POINTS

- Straight to the point subject line
- Introduce yourself
- Outline your accomplishments. Brag on yourself w/o sounding boastful!
- **#1 Rule: STROKE THEIR EGO.** Let them know WHY you want to work w/ them
- Pick out something **specific** from that brand that brand that would work well within your content

## 04

### HOW TO FOLLOW UP WITH BRANDS

- This may not be the case all of the time, but usually the goal is to build a long-term relationship with a brand
- This is when the deals really happen usually. I usually like to follow up after the first 7 days & once more at day 14
- If you have already worked w/ the brand, provide stats so they have a visual of what your content did for them!

# SAMPLE PITCH

Hi (insert name if available or \_\_\_ Team Members):



*Introduction & Outline what makes you special*

I hope this email finds you well. My name is \_\_\_\_\_. I am a blogger in \_\_\_\_ (insert city & link to website if you have one). I wanted to connect about a potential partnership with \_\_\_\_ (insert brand). My demographic, \_\_\_\_ (insert demographic/target audience), are constantly \_\_\_\_ (explain what your demographic is seeking). A lot of the content I create speaks to that, and I see consistent engagement from \_\_\_\_ (a more specific example of what someone looks like in your demographic).

A little background on my blog, it has been featured on Blog Spot "Top 20 Nashville blogs" along with The Best of TN awards. I was also just featured on Yahoo News as one of the "Top 9 Southern Bloggers of 2020". By leveraging these awards and my brand partnerships, I've been able to secure on-air experience discussing lifestyle topics across multiple Nashville news outlets. (This is the time to brag on yourself and show them who you really are / what you have to offer / brief overview of what services you can provide)



*Stroke their ego & talk specifics*

I would love to showcase \_\_\_\_ (insert brand) to my audience. I think this is a great opportunity to dive into some of the creative ways to feature your brand in my \_\_\_\_ (insert Q period and/or year) content. (Use the rest of this paragraph to stroke their ego and discuss something specific from the brand that would fit well within your content. Let them know how their brand can add value to your life and the lives of your audience). Personal example for a home gym brand: Summer is around the corner which means I'll be stepping up my game to shape up this mom bod! Additionally, I had major abdominal surgery in the past 6 months where I had to have my adrenal gland removed. Exercise is so important for me right now in order to regulate my metabolism as I don't have my adrenal gland giving me that extra push. Of course I want to look good, but being the healthiest version of myself for me and my daughters is the most important thing to me. With \_\_\_\_ (insert brand) offering the world's most intelligent home gym, I believe this would be the perfect time to feature your brand in my lifestyle/health content.

Attached are my engagement metrics. I would also be more than happy to send over my media kit which includes a closer look at my stats and insights. Do you have time later this week to connect and discuss further? I look forward to chatting with you soon!

Thank you,

(Include your stats)

Monthly Page Views:  
Social Media Reach:  
Twitter:  
Instagram:  
Facebook:  
Pinterest:  
TikTok:



*include any/all stats that will help give the brand a better idea of your reach*



# DECLINE RESPONSE SAMPLE

Dear \_\_\_\_ (name or brand),

*Never close the door completely - you never know what kind of budget they will have in the future / how your content will evolve*



Thank you so much for your consideration! Due to a busy editorial calendar, I have chosen to go another direction at this time. I appreciate the time you've taken out of your busy schedule to discuss this partnership opportunity with me. I wish you all nothing but the best and would love to leave the door open for a campaign discussion in the future should it make sense for the both of us! I hope you have an amazing week.

Best,  
\_\_\_\_ (insert your name)

