BUILD IT WITH ME · FREE TEMPLATE

BRAND *Pitch* EMAIL TEMPLATE

The short, friendly email I use to pitch brands, even with a small following. Plus a follow-up and a checklist.

by Claudia Gonzalez



a small, engaged audience is worth pitching

The *pitch* email

Keep it short, personal and about them. Swap the highlighted parts for your own details.

Subject: Your Brand × @yourhandle: content idea for their audience

Hi Name,

I'm your name, a creator sharing what you post about with an audience of who your audience is. I've been using product for how long, and it's genuinely part of my routine / workflow.

I'd love to create type of content, e.g. a Reel showing how I use it to... I think it would resonate with my audience because specific reason they need it.

A few quick highlights:

- An engagement or reach stat you're proud of
- A post that performed well or a relevant result
- Anything you've created for brands before (optional)

You can see my media kit here: link. I'd love to put together a proposal if you're open to it.

Thank you!
Your name
@handle · website

FIND THE RIGHT PERSON

Look for a partnerships, influencer or marketing email on their website or Instagram contact button, or search LinkedIn for their influencer or social media manager.

The *follow-up*

No reply doesn't mean no. Inboxes are busy. Follow up once, about a week later.

Reply to your original email

Hi Name, just bumping this up in case it got buried! I'd still love to create content idea for Your Brand. Happy to send a few ideas or adjust to what works best for your team.

Thanks so much,
Your name

BEFORE YOU HIT SEND

- [ ] I've used (or would genuinely use) this product
- [ ] The email is under 150 words
- [ ] I mentioned one specific content idea
- [ ] I linked my media kit
- [ ] I personalized the first line
- [ ] I proofread the brand's name!

SUBJECT LINE IDEAS

- ✳ [Brand] × [you]: content idea
- ✳ A Reel idea for [Brand]'s [launch/product]
- ✳ Long-time [Brand] user + creator
- ✳ Partnership idea for your [audience]

MY PITCH LIST

BRAND	CONTACT	SENT	FOLLOW-UP	REPLY