

Initial Email Template

Subject: Hi [Insert Creator First Name], so happy to work with you!

Body:

Hi [Insert Creator First Name] 🙌

I'm [Insert your Name & Position] from [Insert your brand], the global [insert the industry. ie: Beauty, fashion, Baby products...] brand. I've been following you for a while, and I'm suggesting a collaboration that I am sure will be fruitful!

[insert unique influencer value] ie: "Your attention to detail when it comes to your children 🧒, and the subtle and striking way you share your experience and knowledge with your followers" confirmed to me that you are the right person to spotlight [insert brand's name] products in the best possible.

That's why I know you'll love our offerings, and I'm happy to send you a selection of our great products to use and share with your audience.

This collaboration is for X months and we would like to receive [insert required deliverables in terms of posts]

I'd be happy to call you to discuss the details about the compensation, time, idea or answer any question you may have.

Also, the 📦 is ready to go and so if you could please share with me the following information:

1. Full name
2. Full shipping address
3. Cell phone number
4. Email address

Thank you in advance and looking forward to your reply,

Email Reminder Template (when no reply)

Hi X, I would appreciate your reply 😊

This is [Insert name & brand] I previously reached out about a collaboration for our upcoming campaign. We're very excited about this collaboration, so is there any factor holding you back from answering? I hope it only comes down to time and your busy schedule.

I'd be happy to jump on a call if you'd share with me your contact information, and I'd welcome a call from you at any time at [Insert Mobile Number].

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