

TEMPLATES & DOWNLOADS

Brand Pitch Email Templates

Eleven templates for the situations that actually come up, from the cold pitch to the rate rise. Copy, change the specifics, send.

How to use this. Change the specifics before sending: any of these word for word will read as a template, because it is one. Five sentences, a named person rather than a general inbox, the ask in the subject line, one link and no attachments. Follow up once after a week, then move on.

1 The cold pitch

Most used

Subject: Reel idea for [product]

Hi [name], I make [niche] content for [audience] and [product] is one I already use. I had an idea for a Reel: [one sentence describing the concept, concretely]. My audience is [size] with a [x]% engagement rate, and posts like this typically get [number] views. I work on a paid basis and my rates are here: [link]. Would this be useful for you?

The idea is the part that matters. A pitch with a concrete concept gets replies from brands that were not looking for creators, because you have handed them something rather than asked them for something.

2 Follow-up • Gifted to paid • Reconnect

2-4

The follow-up (day 7, same thread)

Hi [name], following up on this in case it got buried. Still happy to make the [format] idea I mentioned. If the timing is wrong, no problem at all, just let me know and I will check back nearer [next quarter].

Converting a gifted offer

Hi [name], thanks for thinking of me, and I do like [product]. I do not take gifted collaborations for content with deliverables attached, since the filming and editing is the work rather than the product. My rate for [what they asked for] is [figure], which includes [usage terms]. If that does not fit this campaign, I would be glad to be considered for the next one.

The reconnect

Hi [name], hope things are going well. The [campaign] we did in [month] was one of my better performing posts, with [result]. I have two ideas for [season] if you are planning anything: [one line each]. Happy to put a proper proposal together if either is interesting.

3 Rates • Declining • Chasing

5-7

Answering “what are your rates?”

Hi [name], happy to share rates. So I can quote accurately, could you let me know: the deliverables you have in mind, whether you need usage rights beyond my own channels and for how long, whether there is any exclusivity, and the timeline? I will send a proper quote once I know the scope.

The polite no

Hi [name], thanks for the offer. This one is not the right fit for me at the moment [optionally: because of the timeline]. I would genuinely like to work together though, so please do keep me in mind for future campaigns.

Chasing an unpaid invoice

Hi [name], invoice [number] for [amount] was due on [date] and is now [x] days overdue. Could you confirm when it will be processed, or point me to the right person in accounts? Attaching the invoice and the PO reference again for convenience.

No apology and no softening on the invoice one. Late payment is a process failure at their end, and the tone that gets paid assumes it will be sorted out.

4 Launch • Rate rise • Agency • Referral

8-11

The event or launch pitch (4-6 weeks ahead)

Hi [name], I noticed [brand] is launching [product] on [date]. I make [niche] content for [audience] and I would like to cover it. I could deliver [format] on launch day plus [format] the week before to build interest. My rates are here: [link]. Is there a creator budget for this launch?

The rate increase

Hi [name], I have really enjoyed working on [campaigns]. My rates are increasing from [date] as my audience and engagement have grown: [format] is now [amount]. Everything else about how we work stays the same. Happy to lock in current rates for anything booked before [date].

The agency approach

Hi [name], I make [niche] content for [audience] and I noticed you handle [category] brands. I am adding myself to your creator roster in case anything fits. Audience: [size, engagement rate, main location]. Rates and past work: [link].

The referral

Hi [name], this is not quite the right fit for me because [reason]. [Creator] does exactly this kind of work and would be excellent for it, their handle is [handle]. Happy to introduce you.

R Why pitches get ignored[Check](#)

- ☐ No specific idea, just "love to collaborate"
- ☐ All about you, not about them
- ☐ Follower count as the only number
- ☐ Sent to a general inbox nobody owns
- ☐ Longer than five sentences
- ☐ No follow-up, the most common reason of all

A realistic reply rate on cold outreach is often under one in ten. That is normal, and it is why sending five good emails a week beats fifty in one afternoon.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.