

TEMPLATES & DOWNLOADS

The Brand Proposal Template

The one-page document you send after a brand replies. Five sections, plus the alternative option that turns a yes-or-no into a which-one.

How to use this. A proposal is not a pitch. Send it after they have replied with interest and you have asked the scope questions, never cold. One page, because it usually has to be forwarded to someone who was not in the conversation. Write it so it survives being read without you in the room.

Header

Fill in

Your name or business, for

Campaign or product

Prepared

Valid until (14–30 days out)

The validity date creates a natural reason to decide, and gives you a clean way to revise pricing later.

1 The idea, in one line

Section 1

Not “a Reel about your product” but “a 30-second Reel showing the five-minute version of your routine, aimed at people who say they have no time”. This section is what gets you approved. Everything else is administration.

2 What you will deliver

Section 2

Qty	Format and length	Platform	Date

Draft delivered by _____ Published _____ Revision rounds _____

Raw files _____ [included / not included]

Be numerically specific. Vagueness here is what becomes scope creep later.

3 Why this audience

Section 3

Followers _____ Engagement on reach _____

Age and location split _____

Typical Reel reach _____ Non-follower share _____

One relevant past result _____

One relevant past result is worth more than every audience statistic combined.

4 Investment

Two options

Option A — full campaign	₹
Usage on your channels, ___ months	
Exclusivity, ___ category, ___ months	
Total (plus GST if applicable)	
Option B — core	₹
Total	

Two options changes the question from “do we approve this?” to “which of these?”. Make option B genuinely smaller in scope, not discounted, or you have taught them option A was inflated.

5 Terms and next step

Section 5

- ☐ Payment: ___% on booking, balance within ___ days of delivery
- ☐ Usage begins on publication and runs ___ months for the media listed
- ☐ Content remains on my channel for ___ months
- ☐ Next step: confirm by email and I will send an invoice for the deposit

Naming the next step is the most skipped line and the one that gets things moving. Follow up once, about five working days later, in the same thread.

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