



Perfect Pitch

HOW TO MAKE A PERFECT ONE

The perfect brand pitch email has to immediately grab the brand's attention, clearly communicates the potential of the possible future collaboration, and mustn't distract the reader from the crucial information.

- **1. SUBJECT LINE**

- Short, direct, and eye-catching.
- Place also your name, which will help the brand to search your email in their inbox.
- Include a call to action or a greeting.

- **2. INTRODUCTION**

- Explain why you can be business partners. Highlight your strengths, and the benefits of a collaboration with you.
- Mention brands you've already worked with.
- Uniqueness: why the brand should choose you instead of other people from your niche.
- Highlighting interesting connections, values, life mission... between you and the brand.
- Praise something specific they have done that resonated with you.
- Short line about your favorite way to use the product.

- **3. BODY TEXT**

- Personalize it as much as possible (this kind of emails always get more opens and responses. Actually a 32.7% higher response rate.)
- Mention how you've learned about them.
- Tell them you've checked their social media profiles, highlighting the things you have in common.

Media Kit

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- Explain how you're going to achieve the company's marketing goals (don't promise what you can't do.)

- Tell them what they should do if they're interested in collaborating with you. You have to take the initiative now, and provide more details about the collaboration process. Be genuine and straightforward. You will also demonstrate that you are a pro, which will help you build trust.

• 4. CTA

- Fortunately for us, many people are afraid to take the initiative and add a call to action.

- This is where we take advantage of the situation. Do not be afraid of LEADING.

- And not just that, your CTA cannot be weak. That is as bad as not include it at all. The brand needs to feel the importance of your message, or they may simply forget about it.

- But a strong CTA doesn't mean a pushy one.

• 5. CLOSING

- Short and simple. Wish them a nice day. Also, something like: "Looking forward to talking to you."

- You can also add a "P.S." Amazing way to close the pitch email on a positive and personal note. You could for example, demonstrate that you've done your research by saying that you liked your prospect's latest post because this, this and this. This action will make your email much more authentic.

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Hello Matthew!

We are Arif and Ricky, a London based gay couple of macro-influencers.

We are also known for being the official ambassadors of the worldwide Lgbtqia+ project: IT GETS BETTER, and for being amateur cooks on national TV (Channel 4 - Cooking Up a Fortune).

We are lifestyle influencers with more than 40K + followers on just our Instagram.

https://www.instagram.com/arif_and_ricky

Most of our friends have recommended your brand as one of the best to collaborate with. As per your products, after meticulous research, they are entirely in line with our lifestyle and purpose.

We understand that this time is very unfortunate for everybody, and we are here to help with our collaboration.

Our trademark is all about happiness and freedom, expressed through everyday life, gym, food and travel. Our aim? Make the world a Better Place, delivering the message that everybody is perfect!

It would be fantastic to know your point of view and understand better how we can start promoting your brand.

In this moment of uncertainty, we can only promise that with us, your brand will be not just in professionals hands, but in caring, loving and respectful ones.

Please find our media kit in the attachment.

Huge hugs