

# Brands DM Approach

## HOW TO MAKE A PERFECT ONE

### 4 Steps to write the perfect approaching DM:

#### 1. PRAISE/NAME DROP

This section should show the receiver that you have done your research about them. It needs to be very specific and not applicable to everyone. Example:

*Hey Lola! My friend Ariel Butwyna cannot stop saying how happy he feels after collaborating with you in the pride 2020 campaign.*

#### 2. PERSONAL FEATURES

This section should show the receiver who you are and why you are writing. Show your personality! Example:

*I'm Arif Alfaraz (pretty common name, eh?). I am currently looking to do a collaboration with someone like you. Someone that could use my voice to expand their visibility to a bigger market.*

#### 3. YOUR AUTHORITY PITCH

This section should show the reader that you don't need them, instead they need you. Example:

*With more than 100k followers on Instagram, I consider myself as a referent in the LGBTQIA+ social media community. I pre, pro and post produce all my content. My passion for content creation is not limited to Instagram. In fact, I love producing video content on YouTube, where I help young gay people to deal with the fears their homophobic countries made them faced.*

#### 4. CLOSING

This section should encourage them to contact you as soon as possible. Example:

*Have a wonderful day and I am looking forward to having a social distance chat soon :)*

*Hugs!  
Arif*