

Ideally, you want to score at least 16/20.  
20/20 and brands will find you irresistible!

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# Checklist

## HOW PROFESSIONAL ARE YOU, REALLY?

☐

I have established my brand (essence, purpose, values).

☐

I have narrowed down my niche (EG: Travel moms with 3-year-old daughters).

☐

I have a brand manual with my logo, fonts, color palette, audience, etc.

☐

I have a clear offer that brands are drawling over.

☐

I have an amazing website design with a clear user-journey.

☐

My website is live (no "coming soon" page).

## EASILY BECOME IRRESISTIBLE.

☐

I have optimized my social media bios.

☐

I am showing off my offering in my feed (other brand partnership/work I've done).

☐

I am using my highlights to attract brands.

☐

My website has a portfolio to showcase my work.

☐

I have a link to my online media kit. (This should be a 'hidden' page on your website.)

☐

I have identified brands that align with my niche.

☐

I have identified brands that love working with creators and influencers!

☐

I have followed those brands on my socials.

☐

I am building a strong relationship with those brands.

☐

I have identified the brand's needs.

## GRABBING BRANDS BY THE THROAT AND PULLING THEM INTO YOUR PITCH!

☐

I have a killer pitch!

☐

My pitch has a link to my killer case study which is on my professionally built website.

☐

I have the ultimate negotiation strategy (what I'm willing to compromise).

☐

I have a strategy for following up (when to contact the brand again).

MY SCORE (IF YOU DIDN'T GET AT LEAST 16/20, YOU WILL FIND IT VERY DIFFICULT TO LAND PAID BRAND DEALS.

/20

**BONUS MATERIAL  
ON THE NEXT PAGE.**



# Bonus Material

CLEARLY DEFINE WHAT IS MISSING ON YOUR  
CHECKLIST, SO YOU CAN TAKE ACTION!

(EG: I don't have a clear offer / I am missing a brand manual.)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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Now you know the TRUTH and exact reason about  
why brands are hesitant to PAY you your WORTH.

How are you going to fix this? What is the first  
action step that you can take?