

ARE YOU A CONTENT CREATOR?

LEARN HOW CONTENT CREATORS
ARE SECURING UP TO 10 MORE
BRAND DEALS A MONTH

FREE

+\$5,000
partnership



BRAND
LABS.



The secret of getting brand deals? **STOP** waiting for inbound, **START** being proactive with brands

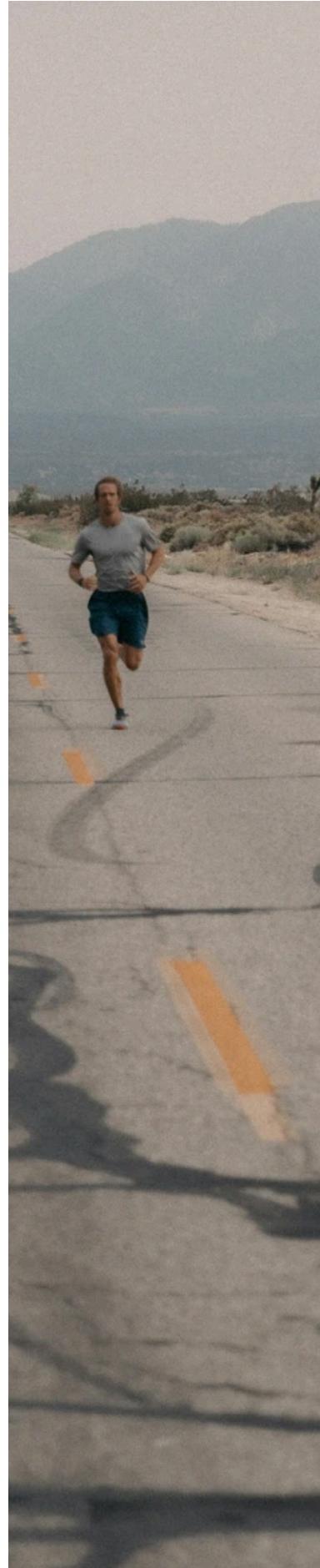
In this mini summary, you will begin to learn the basics of how you can be landing 10+ more deals a month

Let's take control of your brand deal future and start building the success you deserve.



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01

THE BRAND PARTNERSHIP REALITY CHECK, ARE YOU JUST WAITING FOR DEALS?!

Key Statistics That Change Everything

1 78% of paid brand collaborations in 2024 originated **from proactive creator outreach**

2 Only 12% of mid-sized creators (10K-1M followers) implement systematic outreach

3 **Proactive creators earn 6.5X higher annual brand revenue** than passive creators

4 After reaching 10K followers, partnership success depends more on outreach strategy than audience growth

“

*I used to think I have to wait to grow to a certain level before I can get partnerships. Now I realize, what really matters **is actually pitching myself to brands** and showing my business value - **Max Hoffmann***



The Decision-Maker Shift

- 1 Only 23% of creator partnerships are managed by dedicated influencer teams
- 2 41% are handled by product/category managers who don't regularly scout creators
- 3 17% are managed by regional marketing leads with limited creator discovery systems
- 4 12% are controlled by digital/e-commerce specialists focused on specific KPIs

What Brands Actually Value

Our survey of 200 brand managers reveals their true priorities:

- **Alignment with specific campaign objectives (82%)**
- **Authentic fit with brand values (76%)**
- **Creative approach to product integration (71%)**
- **Audience demographics and psychographics (68%)**
- **Previous partnership results (53%)**
- **Engagement metrics (47%)**
- **Follower count (39%)**

Most creators focus exclusively on the bottom three factors while neglecting the top priorities.

Results You Can Expect:

Creators using our outreach system average a 20% response rate (vs. the standard 2–4%) and see an average rate increase of 215% within 60 days of implementation.

02

WHERE TO FIND DECISION-MAKER CONTACT INFORMATION

Trade Show Exhibition Directories:

- Industry exhibitions publish detailed exhibitor lists with contact information
- Example: Natural Products Expo West (expowest.com) → Exhibitor List section
- Beauty creators: Cosmoprof, BeautyCon, IBE
- Fashion creators: MAGIC, Coterie, PROJECT
- Food creators: Natural Products Expo, Fancy Food Show
- Fitness creators: FIBO, IHRSA, BodyPower
- Tech creators: CES, Web Summit, TechCrunch Disrupt

LinkedIn Activity Pattern Analysis:

- Find brand company pages
- Review posts about creator partnerships and campaigns
- Identify which employees consistently engage with creator content
- Cross-reference with job titles containing: Partnerships, Influencer, Creator, Digital Marketing
- People who regularly comment on creator content often manage those relationships regardless of title

Press Release Mining:

- Search "[Brand Name] announces partnership" or "[Brand Name] collaborates with"
- Look for the "Media Contact" section at the bottom of press releases
- These contacts often manage or know who manages creator partnerships
- Use Google News filter: last 3 months to find recent announcements

Advanced Google Search Commands:

- Find brand employee emails with: site:linkedin.com "[Brand Name]" + "marketing" + "email"
- Discover brand partnership pages: site:[brandwebsite.com] + "partnerships" OR "creators" OR "influencers"
- Identify recent campaigns: site:instagram.com "[Brand Name]" + "partner" OR "sponsored" OR "ad"

“James went from zero brand responses to managing 15+ partnership conversations monthly after implementing the exhibition directory technique, securing three national brand deals within 90 days at rates 4X his previous average.

The screenshot shows a news article from the website 'MILLIONAIRE'. At the top right, there is a navigation bar with a menu icon, the word 'MILLIONAIRE' in white, and a search icon. Below the navigation bar, the page title 'Home > LIFESTYLE' is visible. The main headline reads: 'From BookTok to big screen: How “BookTokkers” like James Pulido are riding the romance wave'. Below the headline, the date 'March 17, 2025' is shown. The article features a black and white portrait of James Pulido on the left and a colorful illustration of books with the TikTok logo on the right.

Source: Courtesy Jiyo Min, Illustrations Editor



03

EMAIL DELIVERABILITY --- ESSENTIALS

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"Brand Labs has truly made me feel so comfortable and are real experts. I am very excited to continue my journey with them as my new outreach team!"

Lauren Amanda Jones



Why Your Outreach Fails Silently:

- 62% of creator outreach emails never reach the primary inbox
- Gmail accounts have deliverability rates as low as 19% for brand outreach
- Most creators never realize their messages are being filtered

Quick Deliverability Fixes

- ✓ Use a professional email on your domain (@yourcreatorname.com)
- ✓ Set up basic authentication records (SPF, DKIM basics)
- ✓ Warm up your email with regular, engaged correspondence before pitching
- ✓ Send from the same device and location consistently
- ✓ Avoid mass-sending outreach emails (max 15-30 per day) to avoid spam

Spam Trigger Patterns to Avoid:

- Excessive exclamation points and all-caps
- Generic subject lines containing "opportunity" or "collaboration"
- Large attachments or media kits in first contact
- Same message sent to multiple recipients (use unique messages)
- Copy-paste text that carries hidden formatting markers

The Follow-Up Advantage

- ✓ 68% of positive responses come from follow-up messages, not initial contact
- ✓ Optimal follow-up timing: 3-4 days after initial message
- ✓ Limit to 2-3 follow-ups maximum with increasing time
- ✓ ~~Each~~ Follow-up should add new value (insight, idea, relevant news)

THE AUTHORITY POSITIONING FRAMEWORK

04

SUCCESS STORY: HAMMASA K.

Before:

With 157K followers across platforms, Hammasa struggled to break into premium fashion partnerships, averaging \$800–\$1,200 per post with smaller brands.

The Problem:

She was positioning herself as a "fashion influencer" in a sea of similar creators, and her outreach never reached key decision-makers.

The Solution:

Repositioned as a "contemporary fashion authority for professional women" and implemented our Strategic Identification framework to reach the right contacts.

60-DAY RESULTS:

- Victoria's Secret partnership worth \$5,500
- 3 additional premium brand deals within 60 days
- Featured in Millionaire Magazine's "Innovators to Watch"
- Average partnership value increased by 230%

"The most surprising part was that I didn't change my content at all – I changed how I positioned it and who I reached out to." - Hammasa



Strategic Language Shifts That Increase Rates

<u>Replace This</u>	<u>With This</u>
Influencer	Specialist / Expert / Authority
Content Creator	Educator / Analyst / Specialist
Posts / Content	Analysis / Guides / Insights
Collaborations	Partnerships / Campaigns
Followers	Community / Audience / Readers

The 5-Part High-Response Message Framework

- ✓ Relevance Hook
- ✓ Value Bridge
- ✓ Proof Anchor
- ✓ Friction Reducer
- ✓ Authority Signature

BEFORE & AFTER EMAIL EXAMPLE

Before Example:

Subject: Collaboration Opportunity

Hi there,

My name is Alex and I'm a fitness influencer with 85K followers on Instagram and 102K on TikTok. I really love your protein products and have been using them for over a year now.

I think we could do a great collaboration together. My audience is very engaged and really trusts my recommendations. I get great engagement on my posts and would love to promote your products to my followers.

I'm very flexible with my rates and content creation. Let me know if you're interested in working together and I can send over my media kit.

Thanks,

Alex
@fitnesswithalex

After Example:

Subject: Protein absorption study for [Brand] summer launch

Hi Jennifer,

Your recent announcement about [Brand]'s new plant-based formula addressing absorption challenges caught my attention—particularly as this is the exact issue my audience of strength-focused athletes consistently asks about.

I've developed a content approach that visually demonstrates protein absorption differences that resonates with my community of 85K strength-training enthusiasts. When I covered absorption science last month, it generated 3.2x higher engagement than typical product discussions, with 78% of comments specifically addressing effectiveness concerns.

Would a 10-minute call next Tuesday or Wednesday be helpful to share these insights? I'm finalizing my content calendar for April and have set aside slots at 11am or 2pm ET either day if one works for you.

Alex Rivera

Performance Nutrition Educator | Featured in Men's Health "Nutrition Communicators to Watch 2024"
[Link to previous brand integration example]

READY TO GET MORE BRAND DEALS?

Join the waitlist for "[The Creator Brand Outreach Complete Playbook](#)"

What You'll Get in the Premium Guide:

-  **Database of 500 Top Brands with the Biggest Creator Budgets**
-  **3-Step Outreach System with Templates for Every Scenario**
-  **Email Deliverability Setup Guide (to boost reply rates)**
-  **50 Smart Hacks to Reach the Actual Decision-Maker**
-  **7 Proven Templates for Paid & Gifting Collabs**
-  **Deal Structure Tips That Maximize Your Payout**
-  **Rate-Boosting Negotiation Scripts (that don't sound pushy)**
-  **30-Day Brand Deal Plan with Actionable Daily Tasks**
-  **Bonus: How Hammasa Secured Her Magazine Feature with One Email**

SIGN UP NOW

Do you have any questions or would you need further help with your outreach?

Contact us at info@brandlabs-global.com