

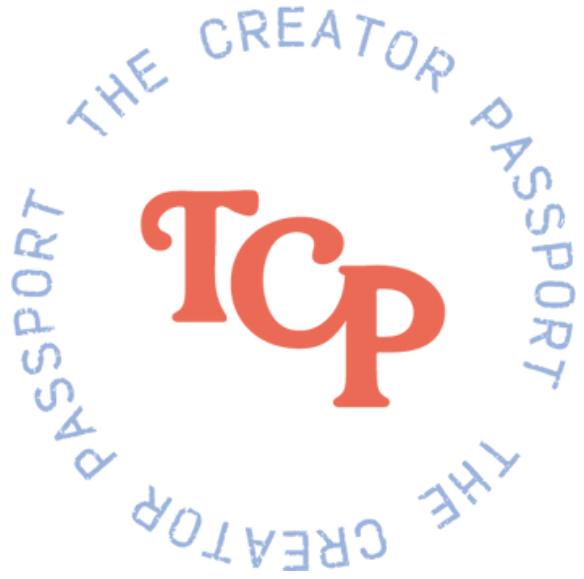


PITCHING & NEGOTIATION E-BOOK



BY THE
CREATOR PASSPORT

@THE CREATOR PASSPORT LLC - ALL RIGHTS RESERVED



WELCOME!

Hey there! This is your personal roadmap to mastering the art of the pitch, securing partnerships that resonate with your brand, and negotiating deals that make both your heart and wallet full. We've packed it with actionable steps, templates that practically write themselves, and advice from our years in the field. So, get ready to dive in, absorb all the insights, and apply them to your own content creator journey.

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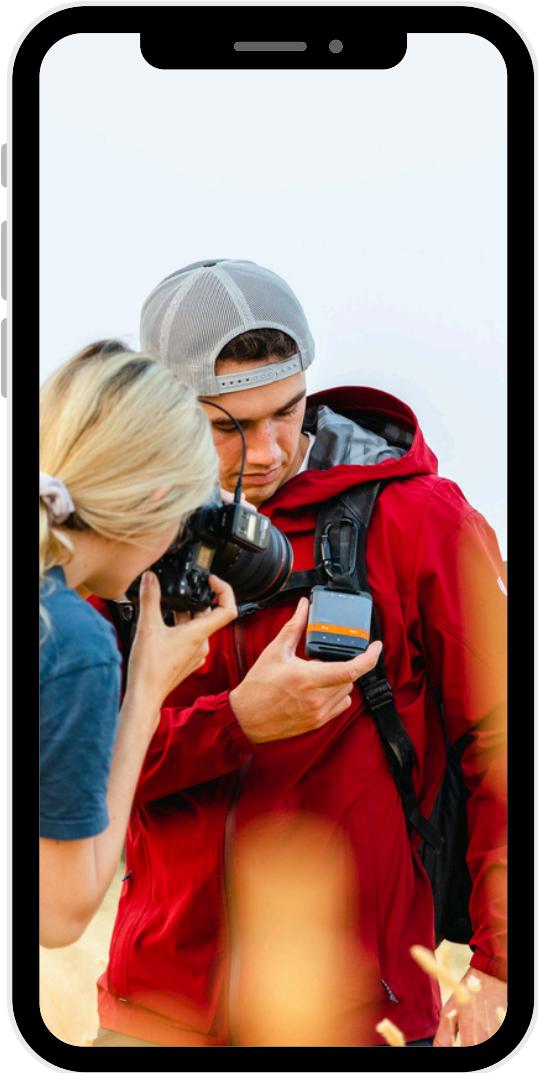
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BEFORE YOU START PITCHING BRANDS

One of the biggest mistakes we see with newer creators is making their pitch more about why they want to work with a specific brand over why the brand should want to work with them. It's super imperative to learn what value you offer a brand, so that when you are pitching them, they no it's a no brainer to want to work with you as opposed to other creators. What makes working with you different?

The biggest takeaway: Can YOU offer brands VALUE?

- Have you been doing content creation for many years? Do you have any notable previous case studies to prove ROI?
- Do you have the ability to create high resolution and unique content? Do you have a camera, a drone, underwater housing, etc.?
- Do you have an above average engagement rate?
- Do you have a strong community within your audience?
- Do you have an audience across multiple social media platforms (TikTok, Youtube, Blog, etc.)
- Does the brand's target audiences match your demographics and do you know your audience would be excited about their product?
- Are you an authority/expert in their niche?



THINGS TO KEEP IN MIND:

- First things first, if you haven't already set up an email tracking service do it right now! Next, FOLLOW the brand you're going to pitch on social media! If you already own their product, make sure to tag them organically!
- Really try to find the right contact to pitch. This makes it more personal and more likely that your pitch will be received and evaluated. See more on this on the next page!
- Try not to mention specific budget or pricing in your initial contact with the brand/tourism board/hotel, etc.
- Goal: aim to get the brand contact on a call! It has a much higher closing rate with collabs than just emailing each other. AND puts a face to a name.

THINGS TO INCLUDE IN YOUR EMAIL PITCH

SUBJECT LINE & INTRODUCTION

- Create a concise and to the point subject line
Example: SOCIAL HANDLE X BRAND NAME (The Lovers Passport x Go Pro)
- Introduce yourself by giving your name or business name and hyperlink your social media handles
- Share the WHO & WHAT: What are your social media pages all about and what do you represent?
- Introduce WHY you love the brand

BODY

- Deeper dive into WHAT you love about the brand (show off your unique brand research here and how it resonates with your audience as well)
- WHY do you want to work with them? What do you want from them? You should have timeline already thought out.
- WHAT can you offer them in return? WHY should they work with you? What is the value they will get from you? WHAT deliverables & exposure can you offer?
Highlight your analytics.
- Give them examples of HOW the partnership might evolve - specific creative ideas and specific, unique angles you have and why you think that concept would work well for the brand

CONCLUSION & ATTACHMENTS

- Thank them for their time and share that you would love to get on a call to discuss a potential collaboration further on how you can support them in their social media marketing needs
- Link or attach your Media Kit and ask them if they need any other additional resources from you.
- Thank them one last time and share how you are excited to hear from them
- Turn on email tracking before you hit send. You should install an email tracking software to track if your pitch has been read or not! We use MailTrack.
- Make sure you're using a professional email address, correct grammar and spelling, sending the pitch to the right person and spelling their name right, and not forgetting any attachments that have been renamed accordingly.

FINDING THE RIGHT CONTACT

You need to find the right people who handle the media requests.

DM CONTACT REQUEST

Note: This template is simply to get a brand's email contact. Find the brand you are want to work with, and FOLLOW THEM before you send a DM pitch. It helps if you have been engaging with their content for at least 1 week too. If you have Meta Verified, this will increase your odds of the brand reading your DM request as well. Then feel free to use the following templates:

Hi XYZ Team!

My name is _____ and I'm a professional blogger/influencer/content creator/photographer, etc. known as social media/blog/website name! Is there a particular email or person to reach out to about a potential photography, videography, or social media partnership? Thank you so much!

Look forward to hearing from you!

Best,
Your Name

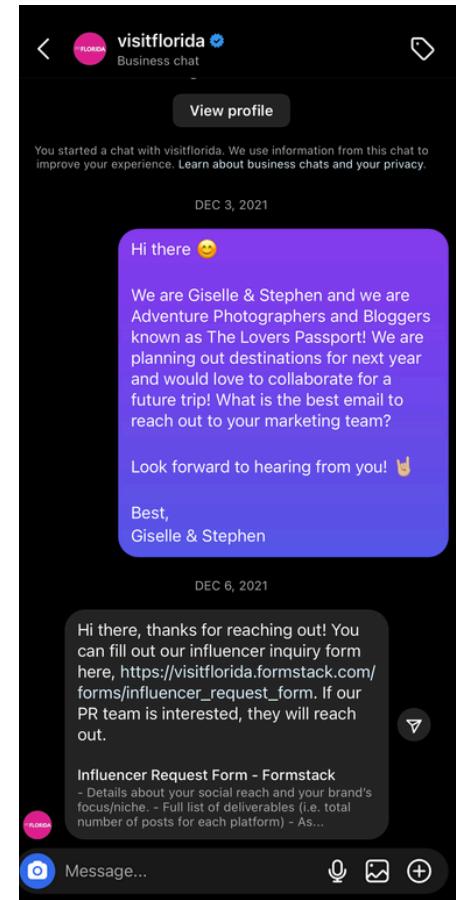
Example in Action:

Hi Visit Florida Team!

We are Giselle & Stephen and we are professional adventure travel content creators and photographers known as the Lovers Passport. We are planning a trip to Florida in January 2023 and would love to work together!

Is there a particular email or person to reach out to about a potential photography, videography, or social media partnership? Thank you so much!

Look forward to hearing from you!



EMAIL CONTACT REQUEST

This one is particularly for if you can't find a specific email anywhere and the only email available is an info@brandname.com

Good {morning/afternoon/evening},

Hope you are doing well!

My name is _____ and I'm a professional blogger/influencer/content creator/photographer, etc. known as social media/blog/website name!

I am looking for the person at {insert hotel/tourism name} who is in charge with press, media & marketing collaborations. If you could please provide me with the contact details of the person who would be able to assist us best, that would be greatly appreciated!

Thanks so much for your help!

Best,
Insert Name Here



HOW TO FIND BRANDS TO WORK WITH:

01 CHAT GPT

With ChatGPT at your service, getting in touch with brands is easier than ever. Here's a sample inquiry you can use: "Can you help me find the contact information for [Brand Name]'s marketing or PR department?" or "Find me brands in the XYZ niche that work with content creators on sponsored collaborations. Keep it simple and straightforward.

02 OTHER INFLUENCERS

Follow other influencers in your niche, and any time you see them do a sponsored post, save it to a "Potential Brand Collabs" folder if you would be interested in working with the brand! That way, you know down the line when you pitch that they have already worked with influencers in the past. Also make sure to look up a brand's typical sponsored hashtag (like #ToyotaPartner for example) and you can often find more ideas that way!

03 TARGETED ADS

When scrolling through your Instagram Feed, Facebook feed, or IG Story Feed, you will be targeted with ads every couple of posts. Typically, they are trying to reach people like you and your followers, so we would make a note of them by screenshotting relevant potential clients anytime we got their ads presented to us.

04 INFLUENCER PLATFORMS

Especially if you are just starting out, influencer platforms can be a great tool to use to get your foot in the door. We have used and recommend ones such as Aspire IQ, Obviously, Captiv8, IZEA, and Collectively most prominently. Make sure to be careful with these as they often try to sneak in extra usage rights in here, and make sure to know that you can and should negotiate!

05 BRANDS YOU ALREADY USE

Use the products you already know and love to get inspired for potential clients! Simply use the DM pitch to email pitch strategy mentioned in the e-book to reach out and find the proper contact!

06 BIG RETAILER WEBSITES

We love to look at massive retailer websites that carry smaller brands to find potential clients. For example, we would go through REI's website and sort by brand and simply reach out to several of the brands that are carried there when we focused on outdoorsy content!

EMAIL ETIQUETTE

Once you find the correct contact, it's time to start drafting up your pitch. First thing is first, having a clean and professional Email Subject Line & Email Signature

EMAIL SUBJECT LINES

Keep your email subject lines clear and concise - don't make it sound too Clickbaity or spammy

Typically, we do something like:

- Sheraton Kauai Coconut Beach Resort x The Lovers Passport
- Tourism Jasper x The Lovers Passport
- Royal Caribbean x The Lovers Passport

It's super simple, but it works! We almost always avoid using the word "influencer" or "collaboration" in the subject lines just because 1) the word influencer sometimes can give off the wrong connotation and 2) putting your name in there instead of something like "Collaboration Request" makes it more intriguing to open.

Aspen Snowmass x The Lovers Passport

Happy Campers x The Lovers Passport

Outdoorsy x The Lovers Passport

Jackery x The Lovers Passport

Viator x The Lovers Passport

Burlington x The Lovers Passport

Minneapolis x The Lovers Passport

ADD A PROFESSIONAL EMAIL SIGNATURE



Giselle and Stephen
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www.theloverspassport.com
theloverspassport@gmail.com



We love having a custom made Email Signature that is aesthetically appealing for brands, but also includes all of our relevant links we want them to find:

- Instagram Link
- YouTube Link
- Tik Tok Link
- Website Link
- Portfolio Link (if applicable)

We also recommend including your phone number and email.

You can make your own on sites like Canva or Wise Stamp!

BRAND PITCH TEMPLATE

Hi XYZ!

I hope you are having a fantastic week! My name is **INSERT NAME**, also known as **INSERT BRAND NAME** (if applicable), and I am a professional **INSERT ROLE HERE** (photographer, videographer, content creator) based in **LOCATION**. Over the last **INSERT YEARS OF EXPERIENCE**, I have specialized in creating content positioning brands as the must have items for travel enthusiasts during their adventures.

We are planning a **INSERT TRIP IDEA/UNIQUE PITCH ANGLE**, and are looking to potentially work together on a photo, video, and/or social media collaboration to promote **INSERT BRAND PRODUCT!**

Our audience of travel lovers and digital nomads are always looking for great services that make traveling easier, and as a huge fan of your **INSERT PRODUCT** myself, I think that they would convert quite well. We'd love to highlight the **INSERT PRODUCT FEATURES HERE**.

For previous paid partnerships, I've curated beautifully shot, informational, and entertaining and content to share on our feed. Below are a few examples of previous collaborations to show how we can create engaging videos for you on a campaign together!

- **EXAMPLE 1**
- **EXAMPLE 2**
- **EXAMPLE 3**

If there are any current or upcoming opportunities you are working on that we could potentially partner together for, please let us know. I've linked our media kit **HERE** for reference. We are more than happy to hop on a call to discuss potential collaboration ideas as well!

Thank you for considering this partnership. I look forward to the possibility of working together to create engaging and inspiring content for our travel-enthusiast communities.

Best,
YOUR NAME

CRAFTING YOUR BRAND PITCH

It's now time to come up with your own pitch!

YOUR INTRO & ABOUT ME SECTION

REMINDERS:

Who are you? What do you do? Where are you from? What is your expertise and background? What social platforms are you most known on?

This section should typically be about 1-2 sentences long.

WHY ARE YOU INTERESTED IN WORKING WITH THE BRAND?

REMINDERS:

Remember, make this SPECIFIC and PERSONALIZED to your accounts and the particular property you are hoping to work with. The more detailed, the better.

Reiterate the Brand's Mission Statement or core values here.

WHY SHOULD THE BRAND WANT TO WORK WITH YOU?

REMINDERS:

Remember you need to be offering something of value to the brand.

Do you have previous experience with brands? Do you have a portfolio you can link? Do you have case studies of previous collabs you can link to?

CLOSING/OUTRO

REMINDERS:

Encourage them to ask for more information or hop on a call with a CTA.



UGC INFO & RESOURCES

UGC = for User Generated Content! this is original content created by a content creator that is published on a brand's social media channels and used solely for their marketing purposes.

UGC creators don't post the content they are paid to create on their own social media accounts, aka you don't even need an audience to be a UGC creator!

UGC SPECIFIC PLATFORMS

Trend.IO
Insense
Aspire IQ
Fivver
Upwork

GREAT UPSELLS FOR UGC

- Offer package options/bundles
- Provide Add Ons:
 - Offer RAW footage for 50% of your base rate
 - Offer 90-day paid usage rights for 30% of your base rate
 - Offer dark posting options

QUESTIONS TO ASK YOUR CLIENT

- Have they done UGC Before?
- Target Audience?
- What usage - organic or paid?
- How long for usage?
- Marketing Goals?
- Deadline?
- Funnels? Top, bottom, mid, etc.

ROYALTY FREE MUSIC

Make sure to purchase a license to royalty free music that your clients will be able to use when they post your videos. Typically, you will need to clear their accounts in advance using your Commerical Plan.

Sign up for [EPIDEMIC SOUND](#) or ARTLIST

CHECK OUT YOUR FREE UGC PORTFOLIO TEMPLATE DOWN BELOW!

GET YOUR TEMPLATE

KINDS OF UGC VIDEOS

THE MOST COMMON TYPES OF UGC VIDEOS YOU CAN OFFER IN YOUR PITCH



PRODUCT DEMO

Showcases the product in key use cases

Offer this when the brand wants to share useful product knowledge

Example Content: ASMR, Montage Using Product. Funny Skit



PRODUCT REVIEW

Builds trust with customers based on real-life usage

Offer this when the brand wants to build product focused content and feedback from "regular people"

Example Content: Unboxing, Green Screens, Voiceovers



TUTORIAL/HOW TO

Shares How To use a product and best practices

Offer this when a brand wants to educate potential customers

Typically these are either voiceovers or talking head style videos



TREND/MONTAGE

Shows how the brand is trendy and "in" with the crowd

Offer this when a brand wants to gain exposure to new and different audiences.

Example Content: Capcut Memes, Transitions



LIFESTYLE

Incorporates product into daily use, routines, and habits

Offer this to showcase value of a product in day-to-day life

Example Content: GRWM including product, What You Eat in a Day, Come on a Travel Day, etc.

TRAVEL BASED UGC PITCH

For when you don't have a huge audience

Hi XYZ!

I hope you are having a fantastic week! My name is **INSERT NAME**, also known as **INSERT BRAND NAME** (if applicable), and I am a professional **INSERT ROLE HERE** (photographer, videographer, content creator) based in **LOCATION**. Over the last **INSERT YEARS OF EXPERIENCE**, I have specialized in creating content positioning properties and hotels as the best places to visit for travel enthusiasts during their adventures.

As a professional travel creator, I'm always on the lookout for unique and captivating stays. I came across your Airbnb listing, and I was immediately drawn to the **INSERT VIBE/FEATURES** of your property. I focus on creating beautifully curated travel content that helps my clients increase their reach to potential guests and returns on paid ad spend, while building deeper connections with target customers for specific properties. My whole goal is to help elevate the content on your Airbnb listing and corresponding social media channels to create a lasting impact on your booking rates and overall brand perception on potential guests!

I love **INSERT THINGS YOU LOVE ABOUT PROPERTY** and I was excited to see that it's **INSERT KEY FEATURE/SELLING POINT**. As I was perusing through your social channels, I was so inspired and came up with a few potential content ideas that have performed well on Instagram and Tik Tok that I could easily recreate with your property to showcase it to potential customers!

- **INSERT EXAMPLE HERE**
- **INSERT EXAMPLE HERE**
- **INSERT EXAMPLE HERE**

I would love to provide you with **INSERT POTENTIAL DELIVERABLES** (**X VIDEOS, X HIGH RESOLUTION IMAGES**) for you to use on your social media platforms and Airbnb listing in exchange for (**INSERT REQUEST [payment, free stay, etc]**) during a stay at your property. Although, I am also super happy to tailor a package to your marketing needs and budget! If you're interested, some date ranges I have available for client shoots include **INSERT DESIRED DATES**, but I am super flexible based on your availability and vacancies.

We have conducted very successful campaigns in the past for clients such as **INSERT HERE**, **INSERT HERE**, and **INSERT HERE**, which we've linked in our portfolio here for your reference. I really aim to tell a story that resonates with viewers, invoking a sense of wanderlust and an irresistible urge to experience the properties and spaces that I capture. I would love to send you a mood board with ideas that I have, or hop on a quick 15 minute call to discuss this opportunity further and explore how we can bring this vision to life!

Thank you so much for considering this partnership. I look forward to the possibility of working together to showcase the best of what your property has to offer!

Best,
INSERT YOUR NAME HERE

PITCHING TOURISM BRANDS

Things to Keep in Mind with Hotels & Tourism Boards

TOURISM BOARDS



- There are several different kinds of Tourism Boards to target when pitching for a collaboration. Nearly every country, state, and city has a tourism board or DMO. Their job is to attract people to come and visit the destination for tourism, so that's where hiring you comes in!
- To find tourism boards to pitch to, simply look up the words "Visit" "Discover" or "Explore" before a destination name and see what pops up. Typically they will be the name of the location preceded by one of those words on Instagram and they will 99% of the time be verified accounts. Or, you can simply Google "XYZ tourism board" their website and socials will usually pop up.
- Examples of Boards We've Worked With: @visitcalifornia @visitfresnocounty @visitidaho @discovervail
- You will have higher chances of working with them if you are in the travel niche; HOWEVER, sometimes they specifically look for other verticals such as foodies or family accounts.
- Every tourism board is different. Some have huge budgets, others have none.
- When working with a tourism board, you should expect all of your flights, hotels, and expenses to be paid for.
- Not all Tourism Boards want an email pitch - some require you to fill out contact forms.
- Tourism Board budgets reset at all different kinds of the year. Although you may want to start reaching out in January, most aren't ready for collaborations yet. The slow season for tourism collaborations is typically from December-March.

TOURISM BOARD PITCH TEMPLATE

Good Morning Insert Contact Name,

We hope you are doing well! We are **INSERT NAME**, otherwise known as **Link to Main Social Media Name**, and we are professional content creators/bloggers/photographers, etc. We create **(insert niche)** content and highlight destinations around **(wherever you are based/traveling to)** as the best spots to visit for travel enthusiasts.

We will be visiting **INSERT LOCATION** in **INSERT TIMEFRAME** and would love to highlight your incredible **country/county/state**. We think the **INSERT LOCATION FEATURES** would resonate with our audience of **insert audience insights/profile** because **INSERT REASON**.

DESTINATION looks absolutely wonderful, especially because **INSERT REASON WHY/WHAT YOU LOVE** and we would be thrilled to create content for you, really showcasing all that **(DESTINATION NAME)** has to offer. More specifically, we would be interested in providing you with **(value you can provide – ex. high-res lifestyle photos, Reels, Tik Tok, IG Post, blog post, etc.)** for you to use on your social media platforms and website in exchange for **(insert whatever you are asking for)** while we are there.

We've conducted similar campaigns with clients like the **INSERT PORTFOLIO BRANDS HERE** in the past, and each campaign saw great ROI with increased social media following and engagements. **(If you have links to examples you could also put them here)**. You can find our media kit linked here **[INSERT MEDIA KIT LINK]** and our sample portfolio here **[INSERT LINK]** as well in which we take a deeper dive into the analytics of all of our platforms.

We would love to find a way to work together. Thank you so much for your time and we look forward to hearing from you soon!

Best,
Your Name/Email Signature

EXAMPLE TOURISM PITCH

Hi Jill,

Thank you for getting back to us on Instagram! We are Giselle and Stephen, also known as The Lovers Passport on Instagram and TikTok, and we are professional photographers and content creators based in California. Our goal is to help inspire more people to get outside and go on an adventure through tips, itineraries, and photography.

We are planning a potential upcoming trip to California in April/May 2022 and are looking to potentially work together on a photo, video, and/or social media collaboration to promote the Santa Barbara region. Our audience knows us for being California adventure enthusiasts, and our top request for 2022 has been to recommend locations along Highway 1 to our audience, so we think Santa Barbara would be the perfect place to recommend.

Over the last 2 years, we have specialized in creating content positioning destinations as the best places to visit for adventure lovers and couples during their travels. We have conducted very successful campaigns in the past for clients such as [Visit Fresno County](#), [Visit New Hampshire](#), [Tourism Jasper](#), [Norwegian Cruise Lines](#), as well as several tourism based companies in Iceland. We are looking to potentially conduct an Instagram Reels and TikTok campaign, a Blog Post highlighting the top things to do, and/or create a set of high resolution images and videos for your Social/Digital licensing.

You can find our media kit attached as well in which we take a deeper dive into the analytics of all of our platforms. It would be our pleasure to discuss a collaboration further with you and answer any questions you might have. We are more than happy to hop on a call as well!

Thank you in advance for your time, and we look forward to hearing from you soon!

Best,
Giselle & Stephen

EXAMPLE TOURISM BOARD COLLABORATION PACKAGES

HIGH BUDGET

- 3 In Feed Reel with 6 Months Organic Social Reposting Rights Cross Posted to Tik Tok
- Potential Whitelisting, Paid Usage, or Collab Tool
- 3-5 stories per day minimum during the entire stay with appropriate tags
- 1 Sponsored Blog Post
- 1 Dedicated Youtube Video
- 5-10 Images with 1 Year Paid Social/Digital Rights

MID SIZE BUDGET

- 2 In Feed Reel with 3 Months Organic Social Reposting Rights Cross Posted to Tik Tok
- Potential Whitelisting or Paid Usage
- 3-5 stories per day minimum during the entire stay with appropriate tags
- 1 Sponsored Blog Post

LOW BUDGET

- 1 In Feed Reel with 3 Months Organic Social Reposting Rights Cross Posted to Tik Tok
- 3-5 stories per day minimum during the entire stay with appropriate tags

CRAFTING YOUR PACKAGES

Come up with your standard packages! Think of what types of content is best for your audience, which platforms convert the best and have the most engagement, and what a brand's budget might be.

AWARENESS	ENGAGEMENT	CONVERSION

WAYS TO WORK WITH HOTELS



- **CONTENT CREATION:** Provide value to hotels by creating beautiful images and/or videos. You will need a high resolution camera, and typically a drone is helpful as well. Hotels need content for their social media, websites, newsletters, etc. and offering these assets can help you score a collaboration. When it comes to this avenue, make sure your portfolio showcases a variety of imagery and video - from room photos, to pools, to food and beverage, to nearby attractions.
- **FREELANCE WRITING:** If you have blogging or writing experience, you could consider pitching hotels for guest writing for their website or writing blogs on your site in exchange for a free stay. Hotels love getting backlinks because it makes their ranking on Google stronger.
- **SOCIAL MEDIA MANAGEMENT:** If you're a pro at growing social media followings, you can leverage that to work with hotels! Not only can you get paid for this as a social media manager, but you can also often get free stays.
- **SOCIAL MEDIA WORKSHOPS:** As an expert, you can pitch your experience and offer to teach the marketing team at the resort a full crash course in influencer marketing/social media marketing specifically. Newer, more boutique hotels are much more likely to want to learn how to do social media from the experts. Many hotels in Indonesia love this model. When it comes to

KINDS OF HOTEL COLLABS

VARIOUS WAYS CONTENT CREATORS WORK WITH HOTELS

Hotels these days typically work with content creators in a variety of different ways, but these are the 4 most common. We only accept hosted or paid stays depending on the client, location, star class, room price, and bucket list-ness of the property. Be very clear in your pitch what capacity you are trying to work with them on.



MEDIA RATE

Typically, a media rate is offered to members of the traditional media, but can also get offered to influencers as well. This is just a discount. We have never personally accepted a media rate collaboration because you are essentially paying to work and create content and not get anything in return besides a usual 20-40% discount.



COMPLIMENTARY ROOM

Typically, this means that a hotel will give you just a complimentary room and no other amenities. That means you'd still be responsible for travel to/from the property, your excursions, and your food and beverage.



HOSTED STAY

This is where hotels will usually fly you out and cover all of your travel expenses, food and beverage, and activities during your stay. They basically take care of everything except additional payment for your content.



PAID STAY

This is where hotels will fly you out and cover all of your travel expenses, food and beverage, and activities during your stay AND they will be paying you for your content creation as well. Iberostar is a great hotel brand that offers this kind of collaboration pretty regularly.

HOTEL PITCHING MISTAKES



- MISTAKE #1: You're not reaching out to boutique hotels: it's super beneficial to reach out to more mom & pop or boutique hotels that may have a greater need for content over big chains when you are first starting. New hotels are also great to target! Once you have a bigger portfolio, we always recommend targeting individual properties within the 4 Big Hotel Chains: Marriott, Accor Hotels, Hyatt and Hilton. From there, you can get referrals to other partner properties within the same chain.
- MISTAKE #2: Your pitch isn't specialized or unique to the property
- MISTAKE #3: You aren't offering enough value. If you are a smaller creator <10,000 followers, we would recommend pitching hotels via the content creator/photographer route rather than influencer route first while you build up your hotel portfolio. We're not saying you can't, but you will likely find more success in a way in which you are positioning yourself as professional photographers or videographers or UGC creators over influencers.
- MISTAKE #4: You're pitching during peak season. We'd recommend trying to pitch for dates in the Off Season: Many hotels won't work with you in the high season because you take up a potential customer that would pay for your room
- MISTAKE #5: You aren't pitching enough. If you are smaller, you might need to pitch more than those with a bigger following.
- MISTAKE #6: You don't have a portfolio. You NEED to have a portfolio to be taken seriously with hotels. Make sure to have one on hand before you pitch. If you haven't worked with a hotel before, try creating content on your next vacation.
- MISTAKE #7: Asking for too much. If YOU are pitching (outbound not inbound), typically hotels will not pay unless they are a large chain brand doing an entire campaign to market their property.
 - Side Note: We almost always refuse unpaid hotel collaboration pitches when it comes to hotels pitching us in our inbox because we have to pay for our flights and give our valuable time to go on a vacation we wouldn't normally have taken anyways. However, we are much more inclined to work with hotels we pitch because we'll be in the area anyway and want to save money for a minimal amount of deliverables that we are ok with.
- MISTAKE #8: You're not researching hotels that others have already worked with. We highly recommend when researching to look at the tagged page of a hotel on IG and see if they have worked with other influencers in the past!

HOTEL/AIRBNB PITCH TEMPLATE

Good Morning Insert Contact Name,

We hope you are doing well! We are **INSERT NAME**, otherwise known as **Link to Main Social Media Name**, and we are professional content creators/bloggers/photographers, etc. We create **(insert niche)** content and highlight properties around **(wherever you are based/traveling to)** as the best spots to visit for travel enthusiasts.

We will be visiting **INSERT LOCATION** in **INSERT DATES** and would love to highlight your incredible property. We think the **INSERT HOTEL/LOCATION FEATURES** would resonate with our audience of insert audience insights/profile.

HOTEL NAME looks absolutely wonderful, especially because **INSERT REASON WHY/WHAT YOU LOVE** and we would be thrilled to create content for you, really showcasing all that **(HOTEL NAME)** has to offer. More specifically, we would be interested in providing you with **(value you can provide – ex. high-res lifestyle photos, Reels, Tik Tok, IG Post, blog post, etc.)** for you to use on your social media platforms and website in exchange for **(insert whatever you are asking for)** while we are there.

We've conducted similar campaigns with clients like the **INSERT PORTFOLIO BRANDS HERE** in the past, and each campaign saw great ROI with increased social media following and engagements, and an increased spike in bookings directly linked from our work tracked via UTM's and unique booking codes. **(If you have links to examples you could also put them here)**. You can find our media kit linked here **[INSERT MEDIA KIT LINK]** and our sample portfolio here **[INSERT LINK]** as well in which we take a deeper dive into the analytics of all of our platforms.

We would love to find a way to work together. Thank you so much for your time and we look forward to hearing from you soon!

Best,
Your Name/Email Signature

PITCHING HOTELS

Example Successful Hotel Pitch #1

Hi XYZ!

We are Giselle and Stephen, also known as The Lovers Passport on Instagram and TikTok, and we are professional photographers and travel content creators based in the USA. Our goal is to help inspire more people to get outside and go travel through our tips, itineraries, and photography.

As travel influencers, we're always on the lookout for unique and captivating properties to share with our audience as bucket list worthy spots. And when we started researching where to stay in XYZ, we immediately knew that XYZ would be the perfect destination to highlight.

Your traditional fisherman's cabins, with their modern twist, are just the type of unique stay our followers love to learn about. Sharing this blend of traditional charm and modern comfort would certainly inspire my audience and highlight the uniqueness of your lodge. And as outdoor enthusiasts who can't wait to get hiking, your location is perfect to position as the go to home base for adventure lovers, regardless of the season. As avid astrophotographers, we are also hoping to capture some incredible content of the aurora during the solar storm in 2024.

Over the last 4 years, we have specialized in creating travel content positioning destinations and hotels as the best places to visit for travel lovers and couples during their adventures. We have conducted very successful campaigns in the past for hotel clients such as the Sheraton, Hyatt Regency, Apukka Resort, St. Regis Bora Bora, and more. We pride ourselves in creating visually appealing and engaging content that resonates with viewers and are happy to provide an additional portfolio of past client work at your request as well!

We are looking to potentially conduct a multi platform social media campaign in exchange for 4 Nights at the XYZ. This would include an Instagram Reel reposted to a TikTok video, feature in a Blog Post and feature in a Youtube Video, as well as a 2-3 UGC videos of the property/activities you can repost on your platforms with social organic usage. However, we are more than happy to adjust or tailor an exact content package that suits your marketing needs!

We are genuinely excited about the idea of collaborating with XYZ and would be thrilled to discuss this opportunity further. Please let us know if you need any other insights you need from us for your consideration.

Thank you in advance for your time, and we look forward to hearing from you soon!

Best,
Giselle & Stephen

Introduction About Us

Details on Why We Are Interested in Staying at the Property Specifically

***Show you have done your research, explain why you would be a good fit for that property specifically, and that your pitch is not just a copy/paste template!

Position ourselves as travel creation experts with a range of hotel experience and a sample portfolio

Tell them exactly what you want. This can always be negotiated later, but you need to tell them what you are pitching for.

PITCHING HOTELS

Example Successful Hotel Pitch #2

Hi XYZ!

We are Giselle and Stephen, also known as The Lovers Passport on [Instagram](#) and [TikTok](#), and we are professional photographers and travel content creators based in California. Our goal is to help inspire more people to get outside and go travel through our tips, itineraries, and photography.

As travel influencers, we're always on the lookout for unique and captivating properties to share with our audience as bucket list worthy spots. The XYZ is definitely top of mind when it comes to such hotels and we want to showcase how incredible a stay at the village would be. We are planning on doing a series on the best Northern Lights accommodations in all of Lapland and we absolutely would love to highlight the beautiful glass igloos at XYZ as a part of this list in March 2024.

We love the eco-friendly approach of the hotel and were excited to read that it's a Green Key certified resort. Additionally, as professional photographers who often go viral for our astrophotography content, the hotel's location for astrophotography of the northern lights is something our audience would be incredibly interested in.

Over the last 4 years, we have specialized in creating content positioning destinations and hotels as the best places to visit for travel lovers and couples during their adventures. We have conducted very successful campaigns in the past for hotel clients such as the Sheraton, Hyatt Regency, Apukka Resort, St. Regis Bora Bora, and more.

In exchange for 2 Nights, F&B, and activities at your property, we are looking to potentially conduct a campaign including 1 Instagram Reel reposted to a TikTok video, feature in a Blog Post and feature in a [Youtube video](#) on the best Aurora Hotels in Lapland, as well as a 1-2 UGC videos you can repost on your platforms with 1 Year Social Organic licensing.

Collaborating with XYZ would not only allow us to create stunning, engaging content but also aligns perfectly with our mission to promote sustainable and culturally rich travel experiences. Our audience values authentic and unforgettable travel experiences, and we believe XYZ is a destination that perfectly encapsulates this ethos.

Thank you in advance for your time, and we look forward to hearing from you soon!

Best,
Giselle & Stephen

Introduction About Us

*We typically use this intro for most pitches.

Details on Why We Are Interested in Staying at the Property Specifically

*Notice how this is very different than the previous pitch even though they were for hotels in a similar area and for a similar idea. It is SO important to differentiate and specialize each pitch.

Position ourselves as travel creation experts with a range of hotel experience and a sample portfolio

Tell them exactly what you want. This can always be negotiated later, but you need to tell them what you are pitching for.

PITCHING AIRBNBS

Things to Keep in Mind with Unique Property Stays



- Pitching AirBnbs is just like pitching a hotel! You just have to slightly adjust your pitch template and portfolio to showcase properties that are more unique.
- NEVER contact an Airbnb Host for a collaboration on the AirBnB Platform. You can actually get kicked off the platform for this and hosts find it annoying
- ALWAYS attach some sort of portfolio for them, whether it's a photo or video based deck
- We recommend pitching for weekdays or the Off-Season so it will be less busy and they will have more availability
- Sometimes pitching 1-2 weeks in advance is ok here - they can see their availability much better and if they don't think that they will fill their spots, they may be more inclined to work with you.

CRAFTING YOUR HOTEL PITCH

It's now time to come up with your own pitch!

YOUR INTRO & ABOUT ME SECTION

REMINDERS:
Who are you? What do you do? Where are you from? What is your expertise and background? What social platforms are you most known on?

This section should typically be about 1-2 sentences long.

WHY ARE YOU INTERESTED IN WORKING WITH THE PROPERTY?

REMINDERS:
Remember, make this SPECIFIC and PERSONALIZED to your accounts and the particular property you are hoping to work with. The more detailed, the better. What do you want from the hotel in exchange?

If you are not a luxury travel creator and have never worked with a 5 Star Hotel, it is probably best you focus on pitching other hotels rather than brands like the Four Seasons, St. Regis, etc.

WHY SHOULD THE PROPERTY WANT TO WORK WITH YOU?

REMINDERS:
Remember you need to be offering something of value to the property. Why should they hire you? What deliverables are you thinking of offering? Is your audience similar to their target audience?

Do you have previous experience with hotels? Do you have a portfolio you can link?

CLOSING/OUTRO

REMINDERS:
Encourage them to ask for more information or hop on a call with a CTA.

EXAMPLE HOTEL COLLABORATION PACKAGES

MOST POPULAR COLLAB TERMS

3 Nights + Free F&B + Free Excursions + Free Spa Experience in exchange for:

- 1-2 in-feed grid posts (Reels or Carousels)
- 3-5 stories per day during the entire stay with appropriate tags
- Occasional Add On: 3 images with Organic Social Media Rights for 1 Year

Note: Typically, we try and match the price of the hotel with the deliverables if we are doing a hosted stay. Most of the hotels we work with that are doing this are providing free stays that would cost at least \$1000-\$2000 per night, plus excursions or spa credits that are around \$300 each.

When you are staying less nights, try to make sure you're not just working the whole time you are there. At a certain point, it's better to pay for your room over doing an absurd amount of deliverables.

Never let a hotel manager jerk you around asking for more than 10+ photos, 5 Reels, etc. when you're only staying there for 1 or 2 nights.

Also, keep in mind, most hotels prefer to work with content creators > influencers so they know the content will be able to be utilized in other marketing verticals. So, having some sort of photo assets or Video assets they can use on their own can be appealing.



COMMON INFLUENCER COLLABORATION PLATFORMS

- Collectively
- Fohr
- Aspire IQ
- #Paid
- Tribe
- Popular Pays
- Cohley
- Obviously
- BrandsSnob

These are platforms you can pitch and find some solid clients on! Keep in mind, you need to negotiate licensing and usage on here as they often send over a sample contract with excessive licensing rights and if you're not careful, you might sign those away on accident.

PITCHING FOR A PR LIST

Hi XYZ Team!

I hope this message finds you well! I'm [Your Name], the creator of [Your Social Media Handle/Website], an account dedicated to exploring [briefly describe your niche, like "the latest in beauty trends," "eco-conscious living," "the tech frontier," etc.].

I've been a huge fan of [Brand Name] for some time now, especially your commitment to [mention something specific about the brand, like "sustainable practices," "innovative designs," "luxury experiences," etc.]. Your [mention a specific product or range, if applicable] has particularly caught my eye and I'm impressed by [insert reason why].

Given the natural alignment between our values and audience interests, I'm reaching out to express my interest in joining your influencer PR list. I believe there's significant potential for a mutually beneficial partnership where we can share [Brand Name]'s amazing products with my highly engaged audience of [insert niche] lovers.

My account, [Your Social Media Handle/Website], currently engages [mention your reach, engagement rates, or any relevant statistics] across [mention the platforms you're active on], predominantly comprised of individuals passionate about [your content focus]. I'm committed to creating authentic, engaging content that resonates with my audience and drives meaningful interaction.

I'd be thrilled to discuss how we can collaborate on promoting [Brand Name]'s products and campaigns. Whether through organic post integrations, stories, reviews, or any creative format that suits your marketing strategy, I'm open to exploring various collaboration models that align with your goals.

Thank you for considering this collaboration proposal. I look forward to the opportunity to discuss this further and explore how we can create impactful content together. Please let me know if you would like any additional information, such as my media kit or examples of previous collaborations.

Best regards,

[Your Name]

FOLLOWING UP

Make sure to follow up! This is the biggest mistake people make when pitching.

FOLLOW UP EMAILS

We follow up around 2-3 days after our initial email, and then one more time the following week. You can do an additional follow up 2 weeks later, but after that we usually call it quits. We've had several people email us back on the 2nd or 3rd follow up saying thanks for following up because their inboxes are crazy and it got lost in their mail, etc.

Sample Follow Up Schedule:

- Send a pitch on a Tuesday Morning
- If no response, follow up on a Thursday Afternoon
- If no response, follow up the following Tuesday Morning
- If no response, follow up the following Monday Morning
- Move on if they haven't responded (for now! You can always pitch them again later on in the year!)

Follow Up Template:

Dear insert person's name,

We just wanted to follow up on our previous email regarding a potential content creation and/or marketing collaboration!

We've attached our media kit here for your review as well that takes a deeper dive into our analytics, our portfolio, and our previous tourism and hospitality client work. (If you didn't do this in the initial email).

Looking forward to hearing from you soon!

Best,
{Your Email Signature}

If you did send your media kit the first pitch, you can use this variation:

We just finished up working on successful campaigns for INSERT COMPANY HERE, COMPANY HERE, AND COMPANY HERE and would love to find a way to work together. ***This sentence is optional, you can either keep it short and sweet or put relevant info.

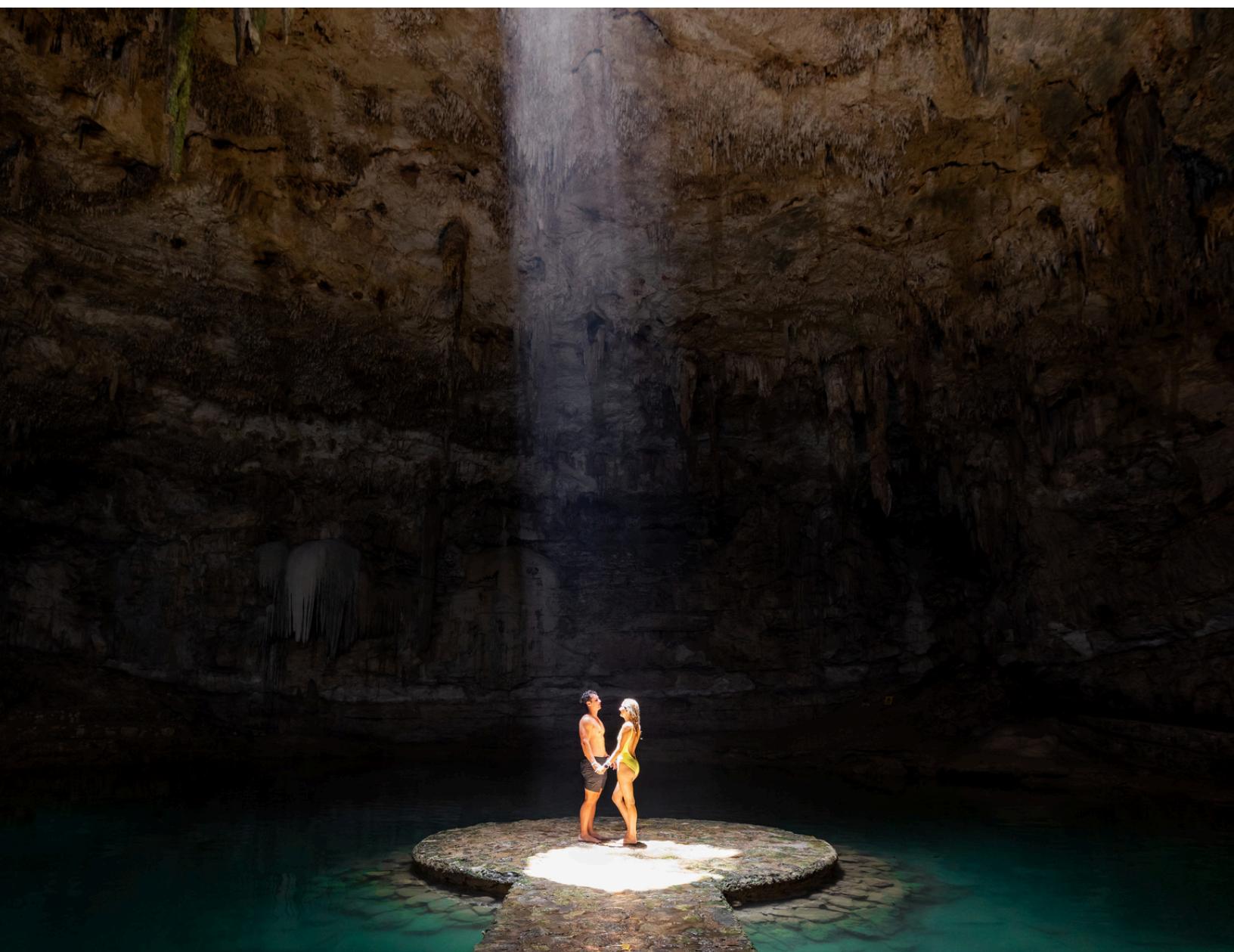
Looking forward to hearing from you soon!

Best,
{Your Email Signature}



NEGOTIATION

A BRAND RESPONDS TO YOUR
PITCH...NOW WHAT?



NEGOTIATION BASICS:

1. NEVER TAKE THE FIRST OFFER

NEVER ever ever take the first offer without attempting to negotiate first. You don't want to be leaving potential money on the table! Many of our brand contacts have told us their company policy is literally to never accept the first pitch they get, so why wouldn't you have the same rule?

2. NO DEAL IS BETTER THAN A BAD DEAL

Learn and recognize when it's in your best interest to walk away from a potential deal. It's crucial to be willing to walk away from a negotiation if the terms are not favorable. This mindset gives you the power to push for better terms without the fear of losing the deal.

3. USE TACTICAL EMPATHY

Understand the brand's goals, challenges, and values. By empathizing with their needs, such as increasing brand awareness, getting engagements, or driving sales, you can position your collaboration as a solution to their problems, making your offer more compelling.

4. TURN YOUR WEAKNESSES INTO STRENGTHS

Address potential concerns the brand might have about working with you upfront. For example, if you're relatively new to influencer marketing, acknowledge it but highlight your higher engagement rates, niche audience, or unique content style as strengths.

5. TRY TO GET THEM ON A CALL

You are much more likely to secure a deal when a brand's representatives can put a face to a name, and even more so to get repeat business from them. Most of our repeat clients have all gotten to know us on calls or in person.

6. HIGHLIGHT YOUR UNIQUE SELLING POINTS (USPS)

Clearly articulate what sets you apart from other influencers. This could be your engagement rate, niche audience, content quality, or unique storytelling approach. Make it clear why a partnership with you offers value they can't get elsewhere.

7. USE SOCIAL PROOF TO YOUR ADVANTAGE

Mention successful collaborations you've had in the past, especially if you can quantify the results with an ROI (e.g., increased brand awareness, sales boosts). If you're new to brand collaborations, consider highlighting relevant testimonials or endorsements from your community.

8. BE FLEXIBLE

Offer different collaboration options or tiers (e.g., one-time post vs. a series of posts, stories, or a combination of both). Whether this is through the deliverables, the usage, the platforms you can post on, etc. This gives the brand the flexibility to choose an option that aligns with their budget and campaign goals.

IF A BRAND HAS BUDGET...

IF A BRAND ASKS FOR YOUR RATES...

THIS IS BEST CASE SCENARIO:

They are interested and they likely have a budget. Now, there are a few things to consider before sending over your rates. Make sure to clarify a few things:

- What usage/licensing are they looking for and for how long? Paid usage or just organic? White listing? Across multiple platforms? Etc.
- Are they looking for any additional scope of work or would they be interested in any packages where they can receive a discount for purchasing more content?

IF A BRAND SAYS THEY CAN'T AFFORD YOUR RATES...

BUT THEY DO HAVE SOME BUDGET:

There's 5 Things You Can Really Do Here:

1. Say Yes to the lower payment (don't recommend)
2. Negotiate the Deliverables Down to meet them at their budget cap
 - a. Examples: Instead of offering posts across platforms, just stick to 1. Instead of 3 posts, just 1. Instead of a Reel and Stories, just do stories, etc.
3. Negotiate the Licensing/Usage down
 - a. Get rid of any exclusivity or whitelisting, bring down usage time from 1 year to 6 months, get rid of paid usage and only offer social organic, etc.
4. Counter Offer with non-influencer deliverables like UGC videos or product photos that are less expensive
5. Say No to the campaign

SCRIPT #1 - RESPONDING TO A BRAND ASKING FOR YOUR RATES

Hi XYZ Team!

Thank you so much for getting back to me. I am super excited to hear you might be interested in a paid partnership!

In terms of rates, I've listed out our standard pricing below:

- IG Story Rates:
 - 3 Frames: \$X
 - 5 Frames:\$X
- IG In-Feed Post:
 - Reel Rate: \$X
 - Static Carousel Post Rate: \$X
 - Giveaway Post: +\$X
- TikTok Rates: \$X
 - IG Reel Syndicated to TikTok: \$X
- Paid Usage Rights: Determined by the SOW per month
 - Three months of organic social usage is included in the rate but should you be interested in paid usage, content ownership, or extended exclusivity, there would be an additional fee

If you're looking for a content package, I can offer a variety of partnership options tailored to meet different campaign objectives and budgets if you'd like me to send some options over for you! Typically, we offer extra discounts for content bundles. We are more than happy to work with you on your budget should there be any constraints.

Additionally, we are happy to hop on a call to dive deeper into your campaign objectives and discuss how we can best collaborate if you would like!

Looking forward to hearing from you!

Best,
Your Name

SCRIPT #2 - RESPONDING TO A BRAND ASKING FOR YOUR RATES, BUT YOU NEED MORE INFO

Hi XYZ Team!

Thank you so much for getting back to me. I am super excited to hear you might be interested in a paid partnership!

In terms of rates, I typically offer a variety of partnership options tailored to meet different campaign objectives and budgets. Do you happen to have a budget in mind you're trying to stick to? And, can you please also confirm the usage and exclusivity guidelines you had in mind for this collaboration?

I'd love to understand more about your marketing goals so I can provide a customized proposal that aligns with both our objectives and offers the most value to your brand.

For example, if you're looking for [mention different types of content or campaign strategies, like an extended campaign, multiple platforms coverage, exclusive content, etc.], I'm more than willing to discuss a discounted package that suits your needs.

Could we schedule a call to dive deeper into your campaign objectives and discuss how we can best collaborate? I'm available [provide a couple of time slots], but I'm flexible and can adjust to a time that works best for you.

Looking forward to the opportunity to potentially work together!

Best,
Your Name

RESPONDING TO A LOW BALL OFFER

Dear [XYZ],

Thank you for your offer and for considering me for this exciting collaboration opportunity with [Brand Name]. I am genuinely enthusiastic about the potential to work together and share [Brand Name]'s message with my audience, as I believe there's a strong alignment between [Brand Name]'s values and the interests of my followers.

Having reviewed the proposed terms, I wanted to discuss the compensation package. Based on the scope of work outlined and taking into account the effort, resources, and potential reach and engagement involved, my standard rate for a collaboration of this nature would typically be [Your Initial Counter Offer].

This rate reflects not only the content production but also the broader value I bring to the table through [mention any relevant factors, such as your unique audience demographic, high engagement rates, content quality, or any past successful collaborations] after building my audience for several years.

I understand budget constraints might be a consideration, and I am more than willing to discuss how we can adjust the scope or terms to better align with both our expectations. For instance, we could consider [offer alternatives that might fit their budget better, such as reducing the number of deliverables, focusing on a different type of content, or extending the campaign timeline to distribute costs].

I am confident in the value this partnership could bring to [Brand Name] and am keen to find a mutually beneficial agreement that allows us to collaborate effectively.

Thank you once again for this opportunity. I look forward to the possibility of working together and creating something truly impactful for [Brand Name].

Best regards,
[Your Name]

COUNTERING AN AFFILIATE ONLY OFFER

Dear XYZ

Thank you very much for considering me for the affiliate program with [Brand Name]. I'm genuinely excited about the possibility of promoting [Brand Name] to my audience, as I believe your products/services align well with their interests and my content themes.

After reviewing the affiliate collaboration terms, I wanted to discuss the possibility of expanding our partnership into a paid sponsorship. My platform has consistently delivered [highlight your achievements, such as high engagement rates, successful campaign conversions, audience growth, etc.], which I believe could significantly amplify [Brand Name]'s visibility and customer engagement.

A paid sponsorship, in addition to the affiliate arrangement, would enable me to dedicate more resources and creativity into crafting a campaign that deeply resonates with my audience. This could include [briefly outline what you could offer in a paid sponsorship, such as dedicated posts, stories, an exclusive video, etc.], ensuring maximum impact and alignment with [Brand Name]'s marketing objectives.

I understand budgeting is an essential consideration, and I'm open to discussing how we can structure a partnership that offers great value to [Brand Name] while also acknowledging the investment in time and resources required on my end. Whether it's a flat fee for the sponsored content plus the affiliate commission or another structure that aligns with your marketing goals and budget, I'm keen to explore options that benefit us both.

Could we set up a call to discuss this further? I'm available [provide a couple of time slots], but I'm flexible and can adjust to a time that works best for you.

Thank you once again for this opportunity. I am enthusiastic about the prospect of working together and am committed to creating a successful and mutually beneficial partnership with [Brand Name].

Warm regards,
[Your Name]

REJECTING AN AFFILIATE ONLY OFFER

Hi XYZ,

Thank you so much for reaching out and for your interest in working with me! Your products look great and I believe this would be a perfect fit for me and my audience. However, because I get a lot of requests like this and content creation is my full-time business, I prioritize paid partnerships over affiliate only collaborations at this time, as I'm sure you can understand. I would be happy to send over my rates if you are interested in a future sponsored partnership together. Please keep me updated should any paid collaboration opportunities arise! Thanks so much!

Best,

YOUR NAME

AN EXTRA WORD ON AFFILIATES

If someone wants you to join an affiliate program and says you have to create content in order to be in it, that's not fair for you at all. You should be able to join affiliate programs of companies you love and will organically mention rather than feel obliged to actually have to work for free. We reject any brand that wants additional work in return for an affiliate program admission because it's not worth our time and you're going unpaid in hopes for a small commission - the only party benefitting is the brand.

IF A BRAND SAYS THEY DON'T HAVE BUDGET...

WHY DON'T THEY HAVE BUDGET?

FIGURE OUT THE REASONING

- Will they have budget in the future seasons and just not at the moment?
 - In that case, follow up later in the year
 - This happens a lot where a brand's budget won't reset until Q1 or Q2
- They already assigned all the partnerships for the campaign
 - Take note for next time and send them your info for future potential collaborations
 - Some tourism boards assign influencer partnerships a whole year in advance for the following budget year
- They just don't have an influencer budget - Move On

IF THEY SAY THEY ONLY DO EXCHANGE OR UNPAID COLLABS...

BUT THEY DO HAVE A BUDGET:

It's time to tell them that you aren't working for free!! See the scripts on the next page!



TURNING AN EXCHANGE COLLAB INTO A PAID ONE

SPONSORED COLLAB NEGOTIATION SCRIPTS

HOW TO SAY "I'M NOT DOING THAT FOR FREE"

Hi XYZ,

Thank you so much for reaching out and for your interest in working with me! Your products look great and I believe this would be a perfect fit for me and my audience.

Unfortunately I cannot accept product exchange collaborations or unpaid work. With the amount of work that goes into creating unique and high quality content that resonates with my audience and represents your brand, I cannot afford to work for free. I do charge a fee for content creation on top of promotion on my page and these rates reflect the quality of my content, as well as the dedicated and active audience I've built over time.

I would be happy to send over our rates if you are interested. I look forward to learning more about your needs and potentially working together!

Best,
XYZ

MORE SCRIPTS TO CONFIRM PAYMENT:

"Thanks so much for considering me for this opportunity. This sounds like a great partnership that my audience would really resonate with. Are you able to confirm that this is a paid opportunity?"

"Thank you so much for getting back to me. Your INSERT PRODUCT is something I absolutely love and I know it perfectly aligns with my audience's interests. However, because of the amount of time I have spent building a strong connection with my highly engaged audience and the high quality of my content, I typically charge XYZ for XYZ DELIVERABLES. However, I'd be willing to offer you a discount for a sponsored collaboration for XYZ. Please let me know if this would work within your budget!"

***NOTE: But make the "discounted amount" your actual typical rates

"I appreciate you thinking of me for this amazing opportunity. Unfortunately, I am unable to take on any unpaid projects, but please keep me in mind for future projects in the event that your budget constraints change."

IF THEY SAY NO...

IT HAPPENS.

THIS HAPPENS TO US ALL THE TIME.

Even when you are a bigger account, you should be prepared to get "NO"s all the time.

For every "YES" that we get, keep in mind behind the scenes, we've likely gotten 7-10 "NO"s for similar pitches.

The best thing to do when they say NO is to be professional and polite and simply thank them for their time and move on.

RESPONDING TO REJECTION

Hi XYZ,

Thanks for getting back to us so quickly! We totally understand and thank you so much for your time! We went ahead and attached our current Media Kit for your reference and so you can keep our information on file should any opportunities arise in the future.

Hope you have a fantastic rest of your week.

Best,

YOUR NAME

NEGOTIATION TEMPLATES

OTHER SCENARIOS YOU MIGHT ENOUNTER:

Brand Sneaks in OWNERSHIP/FULL RIGHTS In The Contract While Negotiating:

Hi there!

While going through the contract, I just wanted to flag the Intellectual Property section! I happened to notice that in Section XYZ, states how the brand will have ownership/full rights of the content I create. This wasn't previously discussed in our negotiations as ownership of the copyright is significantly more expensive and I typically don't sell our content with full ownership rights. We would like to change it to a Grant of Rights section instead to reflect what we had to discussed previously with XYZ months of paid social usage.

Please let me know if you have any questions and if this works for you. Looking forward to seeing the amended version of the agreement!

Best,
Your Name

Note: For more info on content licensing, rights, and contracts, see your Course Workbook!

Brand Sneaks in EXCLUSIVITY In The Contract While Negotiating:

Hi there!

While going through the contract, I just wanted to flag the exclusivity section since this wasn't previously discussed! Typically, I charge additional fees for exclusivity as I would have to turn down future potential paid collaborations with other brands and can't afford the loss in income without compensation.

I charge \$X per month for exclusivity. Please let me know if you'd like to add on this additional charge or if you'd like to strike the clause in the contract. Thanks so much!

Best,
Your Name

Note: For more info on content licensing, rights, and contracts, see your Course Workbook!

OTHER SCENARIOS YOU MIGHT ENCOUNTER:

Brand uses your content without your permission:

Hi there!

I noticed you are using some of my copyrighted content on your INSERT CHANNEL (social media, website, etc.). While I'm flattered that you love my work, I do charge a licensing fee to clients wishing to be able to use my work and copyright in any commercial capacity. Please keep in mind that when you take our content without permission, we unfortunately do not receive any compensation for our work.

If you'd like to purchase a license, please let me know what platforms you'd like to use my work on and for how long. Otherwise, can you please remove my photo.

I've attached an invoice for the usage already used.

Thank you so much!

Best,
Your Name

Note: For more info on content licensing, rights, and contracts, see your other Creator Passport Course Workbooks!

Your Account is Growing Exponentially, You Have a Long Term Contract & Forgot a Re-Negotiation/Growth Clause:

Hi XYZ!

I just wanted to reach out because after looking at my current analytics, I'm projecting a ton of future growth on my [INSERT PLATFORM] account based on how my current content is performing.

Currently, my account is growing at the rate of [X+] per month, and since my next post for [INSERT BRAND] isn't until [INSERT TIME], I would love to discuss adding a potential growth clause to our contract. Based off of my current data, I expect to have a much bigger following by [INSERT MONTH OF NEXT POST], which I typically reflect in my rates.

Would your team be willing to adding a Growth stipulation section into the contract stating the following:

Adjustment of Compensation Based on Growth Metrics: The Influencer and the Client agree that the compensation provided under this Agreement shall be subject to adjustment based on the growth of the Influencer's audience on Instagram. Such adjustments shall reflect the increased value brought to the Client by the Influencer's expanded reach and influence.

Determination of Growth Thresholds: Growth thresholds shall be defined as specific increases in the Influencer's Instagram follower count. These thresholds shall be established at the outset of this Agreement.

Should [INSERT NAME HERE] reach [INSERT FOLLOWING SIZE] by [INSERT DATE], the deliverable fees would increase to [INSERT DESIRED RATE INCREASE].

Schedule of Compensation Adjustments: Upon reaching each predetermined growth threshold, the Influencer's compensation for subsequent deliverables or campaign engagements shall be adjusted in accordance with a predefined schedule. This schedule shall outline percentage or flat rate increases in compensation relative to each growth threshold achieved, ensuring that compensation adjustments are commensurate with the Influencer's increased audience size and engagement levels.

Thank you so much, and I look forward to hearing from you!

Best,
Your Name