



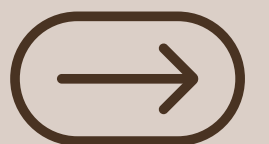
Carmen Cavanagh

COLLAB PITCH
TEMPLATE PACK

What's inside?

Ready-to-use DM templates to pitch brands

- Struggling to know what to say in your first message? We've created simple, copy-and-paste DM templates you can send directly to brands. These are short, clear, and designed to spark interest while showing professionalism.
- Email templates for professional collaborations
- If you prefer a more formal approach, we've included full email pitch templates. These walk you through subject lines, introductions, body copy, and sign-offs—so you can confidently send polished emails that get taken seriously.
- Tips for personalization to match your voice
- No two creators are the same, so we've added guidance on how to tweak each template. You'll learn how to adapt wording, reference products you actually use, and make your outreach feel genuine and unique to you.
- Step-by-step guide to follow up and secure partnerships
- Following up is just as important as the first message. This section shows you when to follow up, what to say, and how to keep things professional without being pushy—helping you turn pitches into real collaborations.



Why Pitch Templates Matter:



Reaching out to brands can feel intimidating, especially if you don't know what to say or worry about sounding unprofessional. That's where templates come in.

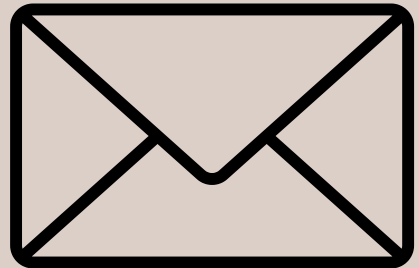
These resources are designed to:

- Save you time — no more staring at a blank screen wondering how to start.
- Boost your confidence — with clear wording that makes you sound professional.
- Increase your success rate — proven structures that catch a brand's attention.
- Give you flexibility — each template can be adapted to your unique style and voice.

Think of these as your starting point. The goal isn't to copy word-for-word forever, but to use them as a framework until you feel confident crafting your own pitches.

With a solid pitch, you'll stand out from the crowd of creators—and open the door to collaborations that actually pay.

Example Templates



USE THESE READY-MADE TEMPLATES TO REACH OUT TO BRANDS CONFIDENTLY AND PROFESSIONALLY. JUST TWEAK THE PLACEHOLDERS TO FIT YOUR STYLE AND AUDIENCE.

GOAL: SHORT, FRIENDLY OUTREACH FOR MICRO-COLLABS.

Example:

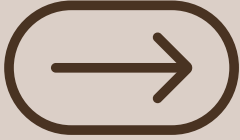
Hi [Brand Name]!

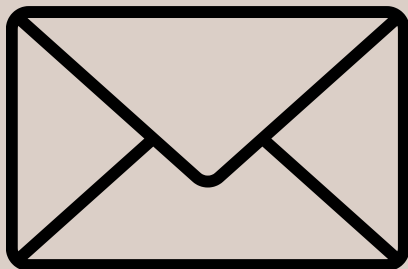
I absolutely love your [product/service] and think it would resonate with my audience. I'd love to collaborate on a [post/video/review].

I currently have [X followers] with an engagement rate of [Y%]. Let me know if you're interested!

Subject: Collaboration Opportunity with [Your Name]

Hello [Brand],
I'm [Your Name], a fashion content creator. I'd love to collaborate on [type of content, e.g., styling your new collection in a Reel]. My audience consists of [demographics], and my top-performing posts average [engagement metrics]. I'd be happy to provide content ideas and track results. Looking forward to your reply!





Example Templates

✨ Quick Collab Inquiry:

Hey [Brand Name]! I've been using [product] and think it's amazing. Would you be interested in a collab where I create content showcasing it to my audience?



✨ Tips for Personalization

- Reference a specific product or campaign you love.
- Match your tone to the brand's style (playful vs professional).
- Mention why your audience would connect with them.
- Always use the brand's name—avoid copy-paste feel.

✉ Email Templates for Professional Collaborations Formal Pitch:

Subject: Collaboration Opportunity – [Your Name]

Hello [Brand Name],
I'm [Your Name], a [niche] content creator. I'd love to collaborate on [type of content]. My audience is [demographic], and my top posts reach [X impressions/engagements].
I can provide [list deliverables: posts, reels, stories, reviews]. Please let me know if this aligns with your goals—I'd love to discuss further!

Best regards,
[Your Name]

Follow Up Strategy

Step 1 – Wait: Give at least 5–7 days before following up.

Step 2 – Gentle Reminder:

Hi [Brand Name], just following up on my previous message. I'd still love to collaborate if it's a fit. Looking forward to your thoughts!

Step 3 – Move On: If no reply after 2 follow-ups, keep it professional and revisit later.

👉 These templates are designed to save you time while keeping your outreach authentic. Brands respond best to messages that feel tailored to them.



Final Thoughts

Landing brand deals takes consistency, patience, and a bit of courage — but you now have the tools to make it easier.

- Use the templates as your starting point.
- Add your personal touch so your pitches feel genuine.
- Stay consistent with follow-ups — many creators win deals simply because they kept the conversation going.

Remember: every pitch is practice. The more you send, the better you'll get at finding your voice and showing brands the value you bring.

💡 Your next step: Pick one template, personalize it, and send it out today. Opportunities come to those who take action.

QUICK TIPS FOR SUCCESS 💡

BE CONSISTENT: SEND PITCHES REGULARLY, EVEN IF IT FEELS SLOW AT FIRST.

PERSONALIZE: ALWAYS TWEAK TEMPLATES TO FIT YOUR STYLE AND THE BRAND.

FOLLOW UP: A POLITE REMINDER CAN MAKE THE DIFFERENCE BETWEEN “MAYBE” AND “YES.”

TRACK RESULTS: KEEP NOTE OF WHAT WORKS SO YOU CAN IMPROVE EACH TIME.

TAKE ACTION TODAY: EVEN ONE PITCH IS PROGRESS—DON'T WAIT FOR PERFECT TIMING.

YOUR GROWTH COMES FROM ACTION, NOT PERFECTION. GO GET THOSE COLLABORATIONS!