

# EMAIL REACH-OUT TO BRANDS

WHEN YOU PROACTIVELY REACH OUT TO A BRAND...

## FIRST PROACTIVE EMAIL TO BRAND

Hey (brand) team!

My name is (name) and I'm a (niche e.g. fashion) influencer in (city, state). As a (self-descriptor e.g. mother of four children), I am such a fan of (brand) because of your ( ). I especially love your (product, brand focus, or recent social post) and believe (brand) would be a great fit for my content and audience.

Having worked with (brand example 1) and (brand example 2), I've seen how my audience loves content and products in this category, especially given they are predominantly (gender/ age skew e.g. 86% female and most with at least one kid) and interested in (interest relating to brand and campaign). I also feel like UGC creation in this category is my specialty and I would be great at producing relatable and engaging content for (brand)'s social, site, and paid strategies.

Whether on your internal team or at your influencer agency, who's the best person to talk to about potentially working together on upcoming projects?

Thanks so much!

(Name)

(Instagram hyperlink)

(TikTok hyperlink)