

# EMAIL REACH-OUT TO BRANDS

WHEN YOU APPLY FOR AN OPT-IN PLATFORM CAMPAIGN...

## OPT-IN PLATFORM OFFER NEGOTIATION

(sometimes brands will find and reach out to you through the database)

Hey (brand) team!

Thank you so much for reaching out about a potential collaboration with (brand). This would be a very organic fit for me and my audience, as they come to me for (\_\_\_\_\_). I would love to work with you on this campaign!

Do you have any wiggle room in the budget to get closer to my rate? I would love to make something work, and am willing to meet in the middle for this first campaign together. If we could get all the deliverables at (\_\_\_\_\_), I would be happy to package it together at a lower rate than normal.

Let me know if we can move forward with these terms, I hope to work with you soon!

(Name)

(Instagram hyperlink)

(TikTok hyperlink)