

Finding The Brand

1. Brands I like?

a. _____

b. _____

c. _____

d. _____

e. _____

2. Pick one

a. _____

3. Is this brand 20x bigger than me? (eg. "If I have 5k total followers I shouldn't reach for any brand with over 100k.)

a. YES

b. NO

4. (If yes, do this step.) List similar brands that are within your influence level.

a. _____

b. _____

c. _____

5. Pick one

a. _____

6. What does this brand sell? (top 3)

a. _____

b. _____

c. _____

7. What are the core values? (eg. Travel, new experiences, visually stunning art)

a. _____

b. _____

c. _____

8. Do your values line up?

a. Yes

b. No

9. GO FOR IT!

Contact Template

Just fill in the blanks and send these out to brands that you want to work with! It will help you get your foot in the door. If you add your own spice to it, you will get a reply.

Hello,

My name is _____ and I'm an action sports influencer. I have a passion for BMX and thinking outside the box. People love to watch action sports because the stuff we can do looks astonishing, although it feels natural to us. The natural feel is not to be taken for granted since I have put in a lot of work to get to where I am.

I love to travel and meet new people. (insert travel experiences here) (this shows you are good at networking)

Currently I'm working on (insert projects here,) (eg. A new edit, a new travel vlog ect.)

I spend a lot of time growing my social media and interacting with my followers.

As of (date) I have reached over (insert followers).

I have spent a fair amount of time researching your brand and your mission. I

believe that our values line up and we will work together well. Give me a call at

(insert phone number) if you want to work together and grow both of our brands.

I'm excited to work with you.

Best,

(insert name)

Links

Instagram: (insert social media1)

Toktok: (insert social media2)

Website: (insert social media3)

LinkedIn: (insert social media4)

