

STOP GETTING OVERLOOKED FOR SPONSORSHIPS

WORKING WITH BRANDS

Checklist



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UGH...I HATE WRITING COLD, SALESY EMAILS...

When you are writing a cold email to a brand or company you want to work with, there are ways to get your email read, considered, and responded to, and there are ways to get it sent straight to the trash. Don't be that guy/girl.

1. THE 2-SENTENCE INTRO

When you open your email, you will have to introduce yourself. Obviously! However, the BIGGEST mistake people make is going on and on and on without getting to the point. You get two sentences (or about 11 seconds) to keep their attention, introduce yourself and what you do, and move on.

2. GET TO THE POINT. WHAT DO YOU WANT?

Great! your email has fallen into good hands and the busy person at the other end is still reading. So be straight up with them. WHAT DO YOU WANT? In a sentence or two (maybe), be very clear about what you want and stop tap-dancing around vague suggestions.

- Next paragraph! -

3. BACK UP YOUR SH*T WITH VALUE BOMBS

Your next paragraph starts with why the devil this company should work with you. What are you offering them? What do you have that they don't? How are you going to HELP THEM achieve a goal or promote a product? Do you have a new audience? Huge audience? Special skill? EXAMPLE: I would love the opportunity to showcase your product to my 50k relevant followers on Instagram.



4. GIVE A SPECIFIC EXAMPLE

One sentence: Back up your value with a quick, specific, fact-based killer achievement. EXAMPLE: For ____ brand, I featured it on my Instagram feed and sold 1000 juice cleanses in 2 days (I know...weird example).

5. CLOSE THE DEAL

After a couple sentences about what value bombs you are offering and your killer example, close the deal with SPECIFIC INSTRUCTIONS. People appreciate and have confidence in someone who leave them wanting more and have a way to contact you to get it. Put your own spin on this: You have so much to offer ____ (fill in their audience) and I would love to talk to you about any trips, campaigns, or products that I may help you promote/get more or new eyes on.

BONUSES FOR EVEN BETTER CHANCES OF GETTING YOUR WAY

- Tell them SPECIFICALLY how/where to contact you!
- Act like you know/love the company and products!!!
- Include a media kit (and tell them it's attached)
- Keep your whole email to two quick paragraphs. Assume the person reading is busy and gets 1000 requests a day.
- Emphasize the value you are providing THEM! Your email is NOT ABOUT YOU!
- Come from a place of confidence. You have value that they want, so don't beg, plead, or meekly suggest a partnership. Approach with a "firm handshake" and a valuable offer.

Need help with what to offer? Get in touch with me!