

The Influencer Outreach Cheat Sheet



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What to expect

Hey there! 🙌

Thanks for reading our newsletter bit on Chew On This. Hope you picked up some valuable tips about structuring your influencer program to be everywhere.

We know reaching out to influencers can be tricky, so we've created some email templates that work.

These are based on what's worked for other brands – feel free to make them your own!



Product Gifting Email Templates (Level 1)



What's This For?

- To get influencers interested in trying out your product
- Taking it slow: first send a gift, then see if they'd like to post about it
- Making sure your brand and the influencer are a good match

Quick Tips

Subject Lines:

- Use their name or handle
- Words like "partnership" and "collaboration" work well
- Don't use "free" – it looks spammy
- Keep using the same subject line for follow-ups

In Your Emails:

- Keep it short
- Don't pressure them
- Make it clear what you want them to do next
- Build a connection before asking for posts



The Templates

First Email

Subject: Want to partner up with [BRAND]? 📁

Hi {{first_name}},

Love what you're doing on [CHANNEL]! I've got something I think you'd really like.

I'm [NAME] from [BRAND] - we make [QUICK DESCRIPTION]. We'd love to send you our [PRODUCT_NAME], no strings attached. I noticed you're into [THEIR INTEREST], and I think our product would be right up your alley.

Want to try it out? Just send me your address and I'll get it shipped to you. If you end up loving it, we could talk about working together more in the future. Want me to send you a free gift to start?

Cheers,
[Your Name]

Second Email (Send after 3 days)

Hi {{first_name}},

Just checking if you saw my earlier message!
We're looking for creators who love [TOPIC] as much as we do. We want to work with people like you who really get what we're about.

Want to try [BRAND] out? Just reply with your address and I'll send something your way.

Hope to hear from you!

Cheers,
[Your Name]

Last Email (Send after 3 days)

Hi {{first_name}},

One last quick message about trying out [BRAND].
I'd love for you to be part of our community, but first, I want to ensure you actually enjoy our products and get a feel for our brand.

If now isn't the right time, that's totally fine—just drop me a quick note, and I'll close things out on my end.

Cheers,
[Your Name]

Ambassador & Affiliate Program Email Templates (Level 2)



What's This For?

- Getting creators interested in your brand's ambassador program
- Offering monthly perks and commissions
- Building a long-term partnership

Quick Tips

Subject Lines:

- Personalize with their name
- Highlight program benefits
- Create a sense of exclusivity
- Keep it friendly and exciting

In Your Emails:

- Clearly outline all perks
- Show the potential earnings
- Make the opportunity feel special
- Be transparent about expectations



The Templates

First Email

Subject: Join us as a [BRAND] ambassador, {{first_name}}?

Hi {{first_name}},

I saw your recent post on [CHANNEL] and had to reach out!
I'm [NAME] from [BRAND], and we'd love to work with you.
We help [CUSTOMER_SEGMENT] solve [PROBLEM] with our
[PRODUCT]. Your content about [TOPIC] is exactly what we're
looking for!

Here's what our ambassador program offers:

- 📁 Monthly free products & PR box
- 💰 [PERCENTAGE]% commission on sales
- Creators are making [\$RANGE] by posting just 2-3 times a month
- ⬆ Performance-based bonuses
- 💖 Content boost budget
- 🎟 Exclusive discount code for your followers

Interested in joining our team?

Cheers,
[Your Name]

Second Email (Send after 3 days)

Hey {{first_name}},

Just wanted to make sure you saw my previous message!
We're looking for long-term partners who create awesome content. This could be the start of something great - we'll be watching how our initial collaboration goes.

Want to try out [PRODUCT NAME] and share it with your community?

Looking forward to hearing from you!

Cheers,
[Your Name]

Last Email (Send after 3 days)

Hi {{first_name}},

We're building a community of creators who care about [TOPIC]. Our product isn't just another [VERTICAL] - it's [UNIQUE SELLING POINT].

We think you'd be perfect for our team. Just want you to try the product and see if it's a good fit.

Interested in working together?

Cheers,
[Your Name]

Paid Collaboration Campaign Email Templates (Level 3)



What's This For?

Partnering with influencers for specific marketing goals like:

- Reaching new audiences
- Executing special campaigns
- Getting usage rights for brand content

Quick Tips

Subject Lines:

- Create a sense of exclusivity
- Personalize with their name
- Highlight the unique opportunity
- Make it feel like a special invitation

In Your Emails:

- Clearly outline campaign details
- Highlight unique benefits
- Show you've done your research
- Make the opportunity feel tailored to them



The Templates

First Email

Subject: {{first_name}} x [BRAND] - Exciting Collab Opportunity! 🤝

Hi {{first_name}},

I'm [YOUR NAME] from [BRAND], and I'm reaching out with an exciting opportunity!

Your content on [CHANNEL] is perfectly aligned with our mission to [BRAND MISSION]. We're hand-picking just 10 creators for an exclusive campaign, and you're at the top of our list.

Here's what the collaboration includes:

- 📺 Main Collaboration Reel in [MONTH]
- 📱 2 story videos (unboxing + honest review)
- 💰 \$[VALUE] Ad boost
- ⌚ 90-day Content Usage Rights
- 📀 Exclusive PR Giftbox with our best sellers

Interested in making this partnership unique? Check out our creative brief [LINK].

If you're up for it, could you send over:

- Your media kit
- Recent performance results
- Rate card

Can't wait to see what we could create together!

Cheers,
[Your Name]

Second Email (Send after 3 days)

Hey {{first_name}},

Just following up on my previous email. I know you're busy, but I loved your recent content - it was amazing!

We're looking to partner with creators like you to showcase our [PRODUCT]. Along with the standard collaboration perks, we're offering a \$[VALUE] ad boost.

Are you available for projects in the next 3-4 weeks? Would love to hear your thoughts!

Cheers,
[Your Name]

Last Email (Send after 3 days)

Hi {{first_name}},

Quick follow-up about our [CAMPAIGN DESCRIPTION] campaign. We're finalizing 6 partnerships for [MONTH], and your profile is a standout.

Your content and mission align perfectly with our brand. We'd love to have you on board this quarter.

Interested in exploring this collaboration?

Cheers,
[Your Name]

Final Email (3 days later)

Hey {{first_name}},

This is my final reach out about our exclusive campaign. We're selecting only 10 creators, and you're exactly who we're looking for.

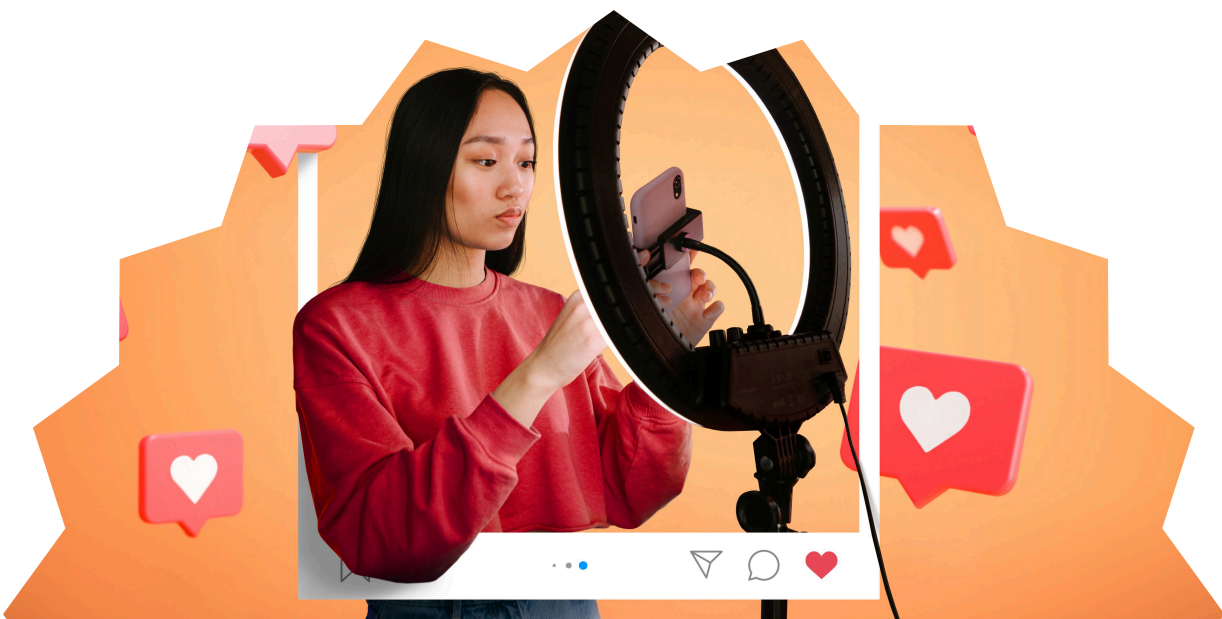
Quick reminder of what's included:

- 📺 One reel in [MONTH]
- 📱 2 story videos
- 💰 \$[VALUE] ad boost
- ⌚ 90-day ad usage rights
- 📦 PR box with our top products

If now isn't the right time, no worries! Just let me know, and I'll keep you in mind for future campaigns.

Can you get back to me by [DAY]?

Cheers,
[Your Name]



Handling "No Free Posts" Responses



What's This For?

- Respectfully addressing creators' concerns
- Showing flexibility in collaboration
- Building a genuine relationship
- Offering value beyond immediate posting

Quick Tips

Approach:

- Acknowledge their stance
- Show you value their time
- Offer tangible benefits
- Keep the door open for future collaboration



The Templates

Response to "I don't do free posts"

Hi {{first_name}},

Thanks for being upfront about your preferences! We totally get it.

At [BRAND], we're all about building a real community of creators who genuinely love our products. We're not just looking for a quick post - we want to create something meaningful.

Here's what we can offer:

- 💰 Commission on sales
- 📦 Monthly product refills
- 🏷️ Exclusive discounts
- 🌟 Potential for increased perks over time

No pressure to post - we want you to truly enjoy the product first.

How about I send you a free product of your choice and we can work out the collaboration details if you like it.

Want to pick your favorite item and share your shipping address?

Cheers,
[Your Name]



Semi-Automate Everything with SARAL



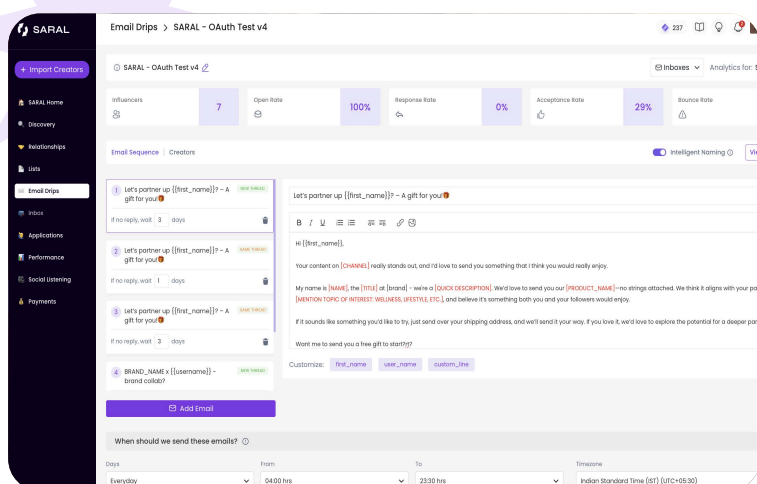
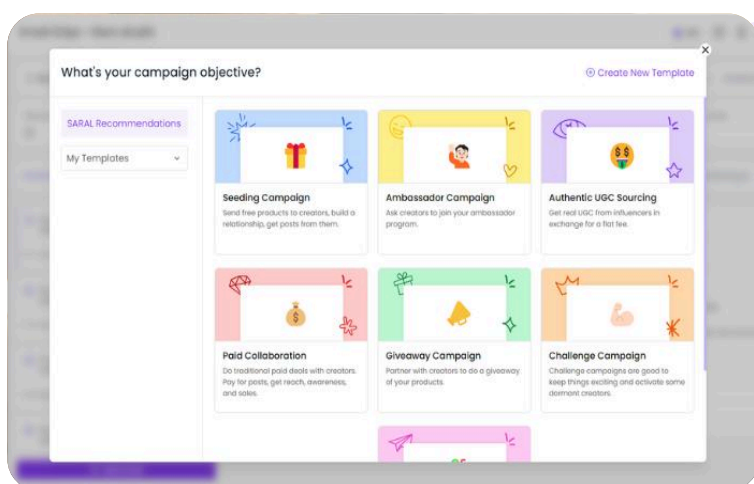
Save Time and Scale Your Influencer Program with SARAL

Reaching out to influencers doesn't have to be a headache. With SARAL, you can automate your influencer outreach and take the stress out of managing campaigns.

Here's how it works:

- Browse through pre-built email templates that are proven to work for other brands, or create your from scratch.
- Set up your email drip campaigns in minutes. Personalize each email so it feels genuine and real.
- Automate your follow-ups—no need to keep track of who replied and who didn't. SARAL does that for you!
- Track your success with key metrics like open rate, reply rate, and bounce rate.

Whether you're just starting or scaling up, SARAL is your go-to tool for running your influencer campaigns.





The Complete Tool For Influencer Marketing

Find brand-aligned influencers, automate your email drip campaign, ship your product, share affiliate links, get UGC, and build a profitable brand.

[Request Free Trial](#) →

[See Demo](#)

Top Performers				
Influencer Name ↕	Unique Visitors ↕	New Customers ↕	Conversion Rate ↕	Net Revenue ↕
Guy Hawkins	4,543	234	5.15%	\$20,358
Kathryn Murphy	15,635	678	4.33%	\$58,986
Arlene McCoy				
Marvin McKinney				
Kristin Watson				
Jacob Jones				
Cody Fisher				
Robert Fox				

Find creators who influence your customers

[Find Creators](#)

Recommended Searches For You ↻

#skincarejunkie

#skincareaddict

Relationships

PROSPECTS	20	REACHED OUT	20	IN CONVERSATION	20	ONBOARDED	20	REJECTED	20



Post

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