



★ FREE DOWNLOAD ★

# The Creator's PR Email Kit

50 ready-to-send templates that get brands to actually  
reply.

50 TEMPLATES

# How to use this

Every template has a full **Email** and a shorter **DM**. Anything in brackets is a placeholder — swap it for the real brand, product, or your handle.

---

## QUICK START

1. Find a brand you genuinely like and actually use.
2. Pick a template that matches your situation.
3. Fill in every placeholder with something real and specific.
4. Send it from an account that represents you.
5. No reply in a week? That's what Follow-Ups are for.

# Contents

## I. FIRST CONTACT

---

1. The Genuine Fan — Skincare .....
2. Aesthetic / Visual Fit — Candles .....
3. Specific Content Idea Pitch — Food .....
4. Brand Values / Story Match — Supplements .....
5. Borrowed Authority / "A Friend Recommended" — Beauty .....
6. Comparison / Review Framing — Tech .....
7. Social Proof / FOMO — Fashion .....
8. Seasonal / Gift-Guide Tie-In — Jewelry .....
9. First Dibs on New Launch — Stationery .....
10. Platform-Native: TikTok Unboxing — Pets .....
11. Platform-Native: GRWM — Fashion/Beauty Crossover .....
12. Platform-Native: Tutorial — Home .....
13. Warm: "I Already Bought It and Loved It" — Fitness .....
14. Warm: "I Commented on Your Last Post" — Beauty .....
15. Warm: "I've Been Following Your Drops" — Fashion (Streetwear) .....
16. Aesthetic / Color-Story Fit — Stationery/Desk .....
17. Specific Content Idea: "Honest 30-Day Test" — Skincare .....
18. Brand Story Match (Small/Local) — Food .....
19. Comparison / "Worth the Splurge" Framing — Home/Kitchen .....
20. Seasonal: New-Year / Fresh-Start Tie-In — Supplements/Wellness .....

## II. FOLLOW-UPS

---

21. The Gentle Bump .....
22. New-Angle Since Sending .....
23. Soft Deadline / Timeliness .....
24. The Low-Pressure Final Close .....
25. Saw Your New Launch Since I Emailed .....
26. Commented / Engaged Since Reaching Out .....
27. Noticed You Reposted Someone Like Me .....
28. Reframe to an Easier "Yes" .....
29. Social Proof Update Since Emailing .....
30. Genuine Sign-Off / Leave-the-Door-Open .....

## III. POST-RECEIPT & RELATIONSHIP

---

31. Thank-You + Content Delivered — Skincare .....
32. Unexpected Audience Reaction — Fashion .....
33. Still-Using-It Check-In — Supplements .....
34. Honest Constructive Feedback — Tech .....
35. Offering Before/After Results — Fitness .....

- 36. Tag/Credit Confirmation — Candles .....
- 37. Behind-the-Scenes Recap — Food .....
- 38. Genuine Re-Stock / Repurchase Note — Beauty .....
- 39. Low-Maintenance Stay-In-Touch Note — Stationery .....
- 40. Pet's Reaction / Authentic Moment — Pets .....

#### IV. RE-UP & RE-PITCH

---

- 41. Next-Drop First Look — Skincare .....
- 42. Seasonal Moment Re-Up — Candles .....
- 43. Performance-Data Callback — Fitness .....
- 44. Range-Expansion / Bundle Pitch — Food .....
- 45. "It's Been A While" Reconnection + Ask — Supplements .....
- 46. Anniversary / Milestone Tie-In — Beauty .....
- 47. Refer-a-Creator + Re-Up Yourself — Pets .....
- 48. Ongoing / Recurring Seeding List — Fashion .....
- 49. New-Format / New-Platform Re-Pitch — Tech .....
- 50. Open Door / Standing Invitation — Home & Kitchen .....



# First Contact

Reaching out for the first time.

## The Genuine Fan — Skincare

EMAIL

been using [Product] for months, want to make something with it

Hi [Brand Name] team,

I've been using [Product] in my routine since around [season/timeframe] and it's genuinely one of the few things I've kept repurchasing — the [specific detail, e.g. lightweight texture under SPF] is what sold me.

I make skincare content over on [@handle], mostly honest routine breakdowns and "what actually earned a spot on my shelf" type stuff. I'd love to feature [Product] properly in a routine video. If you're doing any product seeding right now, I'd be thrilled to be on the list — happy to share what I'm planning before I shoot anything.

Either way, real fan over here. Thanks for making something good.

[Name]

[@handle]

DM

hi! been repurchasing [Product] since [timeframe] — genuinely on my shelf, not just for content. i do skincare routine breakdowns on here and would love to feature it properly. if you ever do product seeding i'd love to be on the list 🙏

## Aesthetic / Visual Fit — Candles

### EMAIL

your [Product] would fit my shelf perfectly

Hey [Brand Name],

I came across your [Product] and the [specific detail, e.g. matte terracotta vessel + that muted label] is exactly the palette I shoot in — warm neutrals, lots of natural window light, very slow-living. It would sit right at home in my space.

I create cozy home + ambiance content at [@handle], the kind of styled flatlays and "light a candle, reset the room" moments people save for later. I'd love to work [Product] into a few of those. If you have a gifting or seeding program, I'd genuinely love to be considered.

Happy to send over my saved moodboard so you can see the vibe.

[Name]

[@handle]

### DM

your [Product] is the exact palette i shoot in — warm neutrals, natural light, slow mornings. i do cozy home/ambiance content and it'd fit my space perfectly. any chance you do seeding? would love to style it 🕯️

## Specific Content Idea Pitch — Food

### EMAIL

idea: a 3-way recipe series using [Product]

Hi [Brand Name],

Quick pitch. I want to do a "one [Product], three ways" series — same jar, three completely different meals across a week (breakfast, a quick weeknight thing, and one I'd serve guests). Your [specific detail, e.g. roasted-garlic flavor] is exactly the kind of versatile base that carries a series like that.

I make approachable home-cooking content at [@handle] — the "I could actually make this tonight" lane. If you have product to seed, I'd love to build this around [Product]. I already have the three recipes mapped out and can send the outline.

Hungry to make this one.

[Name]

[@handle]

### DM

pitch: "one [Product], three ways" — breakfast, weeknight, dinner-party, same jar. i do approachable home cooking and have the 3 recipes mapped already. if you seed product i'd love to build it around [Product] 🔍

## Brand Values / Story Match — Supplements

### EMAIL

**the way you talk about [specific detail] is rare**

Hey [Brand Name],

Most supplement brands lead with hype. You don't — the way you're upfront about [specific detail, e.g. sourcing and actually listing dosages] is the reason I trust [Product] over the louder options. That kind of honesty is also exactly how I talk to my own audience.

I make no-nonsense wellness content at [@handle] — I dig into labels and call out the stuff that's all marketing. I'd love to feature [Product] in an honest "what's actually in here" breakdown. If you do any seeding, I'd be glad to be considered, no scripted praise, just my real read on it.

Appreciate that you do this the right way.

[Name]

[@handle]

### DM

you're one of the few supplement brands that actually lists dosages and is honest about [specific detail] — that's why i'd trust featuring [Product]. i do label-deep wellness content. any seeding program? i'd give it a real, honest look



## Borrowed Authority / "A Friend Recommended"

### — Beauty

EMAIL

**[Friend's @handle] won't stop talking about [Product]**

Hi [Brand Name],

My friend [Friend's name / @handle] put me onto [Product] a few weeks ago and hasn't shut up about the [specific detail, e.g. the way that blush builds without going patchy]. Naturally I now need it in my life and on my channel.

I create beauty content at [@handle] — first-impression try-ons and "is this worth it" reviews. I'd love to give [Product] an honest test on camera. If you have a seeding program, I'd love to be added; if it's anything like [Friend] says, I'll have plenty of nice things to show.

Thanks for the eventual obsession.

[Name]

[@handle]

DM

my friend [@handle] put me onto [Product] and won't stop raving about [specific detail]. now i need it on my channel 😊 i do beauty try-ons + honest reviews — any chance i could be added to your seeding list?

## Comparison / Review Framing — Tech

### EMAIL

putting [Product] up against the one everyone already owns

Hey [Brand Name],

I'm planning a head-to-head: [Product] vs. the [category, e.g. the default earbuds everyone defaults to]. People trust comparisons way more than a solo glow-up review, and from the specs the [specific detail, e.g. battery + the ambient mode] looks like it genuinely competes.

I make practical tech content at [@handle] — real-use reviews, no jargon, "should you actually buy this." I'd love to include [Product] in the test. If you can seed a unit, I'll give it the same fair shake as everything else in the lineup.

Either way, good luck against the giants.

[Name]

[@handle]

### DM

planning a [Product] vs [the obvious competitor] head-to-head — people trust comparisons way more than solo reviews. i do no-jargon real-use tech content. could you seed a unit? promise it gets a fair, honest test 🎧

## Social Proof / FOMO — Fashion

### EMAIL

half my feed is wearing [Product] — I'm late

Hi [Brand Name],

I keep seeing [Product] pop up everywhere lately and I'll admit it — I want in. The [specific detail, e.g. the way that drape photographs] is exactly the kind of piece my audience screenshots and asks "where's that from."

I make styling content at [@handle] — outfit breakdowns and "how to actually wear it three ways." I'd love to feature [Product] in a styling reel. If you have product to seed, I'd genuinely love to be part of the wave while it's having its moment.

Better late than never.

[Name]

[@handle]

### DM

[Product] is all over my feed rn and i want in 😭 the [specific detail] is so my audience. i do styling reels ("3 ways to wear it"). any seeding happening? i'd love to feature it while it's having its moment

## Seasonal / Gift-Guide Tie-In — Jewelry

### EMAIL

building my holiday gift guide — [Product] belongs in it

Hey [Brand Name],

I'm putting together my [season, e.g. holiday] gift guide and curating it carefully this year — only pieces I'd actually gift. [Product] caught my eye because the [specific detail, e.g. dainty everyday gold that doesn't tarnish] hits the sweet spot people are always asking me for: special but wearable.

I make jewelry + accessories content at [@handle], lots of "gift-able under [price]" and styling. I'd love to include [Product] in the guide. If you can seed a piece in time for the season, I'll feature it in both the guide and a standalone styling moment.

Thanks for considering — these slots fill up fast.

[Name]

[@handle]

### DM

building my [season] gift guide and only including pieces I'd actually gift —

[Product] fits perfectly (special but wearable). i do jewelry/accessories content. any chance you could seed a piece in time? would feature it in the guide + a styling clip ✨

## First Dibs on New Launch — Stationery

EMAIL

saw the [Product] launch teaser — can I be first?

Hi [Brand Name],

I spotted the teaser for [Product] and I've been waiting for someone to make exactly this — the [specific detail, e.g. dot-grid layout with the lay-flat binding] is the thing my audience always begs me to find. I'd love to be one of the first to actually show it in use.

I make planning + productivity content at [@handle] — desk setups, "plan with me," and honest stationery reviews. If you're seeding any early units before launch, I'd love first dibs so I can have a piece ready the day it drops.

Genuinely excited for this one.

[Name]

[@handle]

DM

saw the [Product] teaser and i NEED it 🥺 the [specific detail] is exactly what my audience asks me for. i do "plan with me" + stationery reviews — any early seeding before launch? would love to have a piece ready for drop day

## Platform-Native: TikTok Unboxing — Pets

### EMAIL

my dog would make [Product] go viral (an unboxing pitch)

Hey [Brand Name],

Honest pitch: unboxing videos with my dog [Pet's name] consistently do my best numbers on TikTok, and [Product] is exactly the kind of thing that films well — the [specific detail, e.g. that the toy actually survives a power-chewer] is the moment people stick around for.

I make pet content at [@handle] — unboxings, "did it survive," and genuine product tests with a very enthusiastic test subject. I'd love to do a TikTok unboxing of [Product]. If you have product to seed, [Pet's name] is on standby.

Warning: he's photogenic.

[Name]

[@handle]

### DM

my dog's unboxing videos are consistently my best TikToks, and [Product] would film SO well (especially [specific detail]). i do pet unboxings + "did it survive" tests. any seeding? he's on standby and very photogenic 🐶

## Platform-Native: GRWM — Fashion/Beauty Crossover

EMAIL

**[Product]** in a get-ready-with-me?

Hi **[Brand Name]**,

My GRWM videos are where my audience is most engaged — it's the format where people actually ask "wait, what is that." **[Product]** would slot right in; the **[specific detail, e.g. the buildable coverage that looks good on camera at every stage]** is made for that real-time, watch-me-apply moment.

I make beauty + getting-ready content at **[@handle]**. I'd love to feature **[Product]** naturally inside a GRWM rather than a stiff standalone ad. If you do seeding, I'd love to be considered — this is the format where products get the most genuine love.

Talk soon,

**[Name]**

**[@handle]**

DM

GRWMs are my most-engaged format and **[Product]** would slot in perfectly — **[specific detail]** is made for watch-me-apply moments. i do beauty/getting-ready content. any seeding? would feature it way more naturally than a stiff standalone ad 🙌

## Platform-Native: Tutorial — Home

### EMAIL

a "small space, big upgrade" tutorial featuring [Product]

Hey [Brand Name],

I want to make a tutorial around [Product] — not a review, an actual "here's how to use this to fix [specific problem, e.g. a cluttered entryway in a tiny apartment]." Those how-to videos are my most-saved content because people come back to them when they're actually doing the thing.

I create home + organization content at [@handle] for renters and small spaces. [Product]'s [specific detail] makes it perfect for the kind of practical solve my audience needs. If you can seed one, I'll build a full tutorial around it.

Thanks for considering,

[Name]

[@handle]

### DM

want to build a real tutorial around [Product] — "small space, big upgrade" not just a review. those how-tos are my most-saved content. i do home/organization for renters. could you seed one? i'll make a full step-by-step around it 🏠

## Warm: "I Already Bought It and Loved It" — Fitness

EMAIL

bought [Product] myself, now I want to show people

Hi [Brand Name],

I already bought [Product] with my own money a while back — no freebie, just me as a customer — and the [specific detail, e.g. the grip that doesn't slip even on sweaty days] genuinely changed my home workouts. That's exactly why I want to make content about it.

I create home-fitness content at [@handle] — realistic routines for people without a full gym. I'd love to feature [Product] in a session, and since I already trust it, the praise writes itself. If you have a seeding or ambassador program, I'd love to be in it. (And if not, I'll probably make the video anyway.)

Already a believer,

[Name]

[@handle]

DM

bought [Product] with my own money ages ago and it genuinely upgraded my home workouts ([specific detail]!). i do realistic home-fitness content and want to feature it. any seeding/ambassador program? already a believer so the praise is real 💪

## Warm: "I Commented on Your Last Post" — Beauty

### EMAIL

I'm the one who keeps commenting on your [specific post]

Hey [Brand Name],

You might recognize me — I'm [@handle], the one who left the [specific detail, e.g. "this shade in the sun????"] comment] on your last [post/launch]. I wasn't just being nice; I genuinely want [Product] in my hands.

I make beauty content — swatches, first impressions, and "is the hype real" tests. I'd love to feature [Product] properly instead of just yelling about it in your comments. If you have a seeding program, count this as my formal application. If not, I'll keep commenting.

From your comment section, with love,

[Name]

[@handle]

### DM

hi! i'm the one who keeps commenting on your posts (most recently [specific detail] 😊). not just being nice — i genuinely want [Product]. i do beauty swatches + first impressions. any seeding? consider this my formal application



## Warm: "I've Been Following Your Drops" — Fashion (Streetwear)

### EMAIL

been watching your drops since [early detail] — ready for this one

Hi [Brand Name],

I've been following [Brand Name] since [specific detail, e.g. the [collection] drop] — back when the [specific detail] was the piece everyone slept on and shouldn't have. I've watched the brand grow and I'd genuinely love to be part of showing the next drop, [Product], to my people.

I make streetwear + fit content at [@handle] — fit pics, drop reactions, and "is it worth the cop." Long-time supporter, and I'd love to feature [Product]. If you seed for drops, I'd love a spot on the list. I already know the brand's story, so the content won't feel hollow.

Day-one,

[Name]

[@handle]

### DM

been following your drops since [early detail] — watched this brand grow. would genuinely love to feature [Product] to my people. i do fit pics + drop reactions. any seeding for drops? day-one supporter, the content won't feel hollow 🔥

## Aesthetic / Color-Story Fit — Stationery/Desk

### EMAIL

**[Product] 's colorway is my entire brand**

Hey [Brand Name],

This is almost suspicious — the [specific detail, e.g. sage-and-cream colorway] of [Product] is the exact palette my whole feed is built on. Drop it on my desk and it'd look like I designed it to match. That kind of seamless fit is rare.

I make desk-setup + workspace aesthetic content at [@handle] — the cohesive, calming, "I'd work better here" lane. I'd love to feature [Product] in a setup. If you have product to seed, I'd love to be considered; few products fit my visual world this perfectly.

Color-matched and ready,

[Name]

[@handle]

### DM

ok the [specific detail] colorway of [Product] is LITERALLY my whole feed's palette 😭 it'd look like i designed my desk around it. i do workspace aesthetic content — any seeding? would fit my visual world perfectly

## Specific Content Idea: "Honest 30-Day Test" — Skincare

### EMAIL

**pitch: an honest 30-day test of [Product]**

Hi [Brand Name],

Here's the idea: a real 30-day diary with [Product] — day 1, day 15, day 30, same lighting, no filter, the full honest arc. Long-form "did it actually work" content gets way more trust than a one-day first impression, and your [specific detail, e.g. claim about visible texture change in a month] is exactly the kind of promise worth documenting.


I make skincare content at [@handle] built on honesty over hype. If you can seed a full-size [Product], I'll commit to the whole 30 days and show every step — good or bad. That kind of transparency tends to convert better anyway.

In for the long haul,

[Name]

[@handle]

### DM

pitch: an honest 30-day diary of [Product] — day 1/15/30, same lighting, no filter. way more trust than a one-day review, and your [specific detail] is worth documenting. i do honesty-over-hype skincare. could you seed a full-size? i'll show every step 

## Brand Story Match (Small/Local) — Food

### EMAIL

a small brand making **[Product]** the right way deserves a louder room

Hey **[Brand Name]**,

I found **[Product]** and immediately clocked that you're doing it the harder, better way — **[specific detail, e.g. small-batch, real ingredients, no shortcut fillers]**. I have a soft spot for the brands actually putting in the work, and so does my audience.

I make food content at **[@handle]** focused on small makers and "what's actually worth your money." I'd love to put **[Product]** in front of people who'll appreciate it. If you do any seeding, I'd be glad to be considered — I'd rather hype a brand like yours than another faceless mega-label.

Rooting for you,

**[Name]**

**[@handle]**

### DM

found **[Product]** and immediately clocked you're doing it the harder/better way (**[specific detail]**). I make food content about small makers worth your money. would love to put it in front of my people — any seeding? I'd rather hype a brand like yours than a mega-label 🙌

## Comparison / "Worth the Splurge" Framing — Home/Kitchen

### EMAIL

is [Product] actually worth the price? I want to find out on camera

Hi [Brand Name],

My audience asks me constantly whether the "nice" version of a thing is worth it over the cheap one. [Product] is exactly that conversation — the [specific detail, e.g. price sits well above the basic version], and people genuinely want to know if the upgrade earns it.

I make honest home + kitchen content at [@handle] — "worth the splurge or skip it" is one of my best-performing formats. I'd love to put [Product] through that test. If you can seed one, I'll give it a fair, real assessment. If it earns the splurge, I'll say so loudly.

Ready to settle the debate,

[Name]

[@handle]

### DM

my audience always asks "is the nice version worth it?" — [Product] is exactly that debate ( [specific detail] ). i do "worth the splurge or skip" home/kitchen content. could you seed one? fair real test, and if it earns it i'll say so loudly 🔍

## Seasonal: New-Year / Fresh-Start Tie-In — Supplements/Wellness

EMAIL

planning my January reset content — [Product] fits it

Hey [Brand Name],

Every [season, e.g. January] my audience comes back wanting a realistic fresh start — not a crash overhaul, just better habits that stick. I'm building my reset content around exactly that, and [Product] fits the honest version of it because [specific detail, e.g. it's a simple daily add, not a 12-step regimen].

I make sustainable wellness content at [@handle] — anti-quick-fix, pro-actually-doable. I'd love to feature [Product] as part of the reset series. If you're seeding around the [season] push, I'd genuinely love to be considered while it's the most relevant it'll be all year.

To a realistic fresh start,

[Name]

[@handle]

DM

building my [season] reset content — realistic fresh start, not a crash overhaul.

[Product] fits because [specific detail]. i do anti-quick-fix wellness content. any seeding around the [season] push? would love to feature it while it's most relevant



## Follow-Ups

They haven't replied yet.

## The Gentle Bump

EMAIL

Following up — [Product]

Hi [Name] ,

Just floating this back to the top of your inbox in case it slipped past. I reached out last week about trying [Product] and creating some content around it for [handle] .

Totally understand inboxes get buried — no rush at all. If you can point me to whoever handles seeding, I'm happy to pick it up with them directly.

Thanks either way,

[Your Name]

DM

hey! just bumping my last message in case it got lost in here — still really keen to make something with [Product] . no pressure, just didn't want it to disappear into the void

## New-Angle Since Sending

EMAIL

One more idea for [Product]

Hi [Name] ,

Quick follow-up on my note about [Product] from last week. I've been thinking more about how I'd actually shoot it, and I had a better idea: instead of a straight feature, I'd build it into a [specific format, e.g. "morning routine in real time"] so it shows up in context, not as an ad.

I think that angle would land harder with my audience. Would love to send it your way if you're up for it.

Cheers,

[Your Name]

DM

following up on [Product] — also had a fresh idea since I messaged: instead of just showing it, I'd work it into a [format] . feels way more natural. want me to run with it?

## Soft Deadline / Timeliness

EMAIL

**Re: [Product] — timing on my end**

Hi [Name] ,

Circling back on [Product] . No pressure on this, but I'm mapping out my filming schedule for the next couple of weeks and I'd love to slot it in while I've got the runway to do it properly.

If it's a yes, even a quick reply works and I'll handle the rest. If now's not the moment, no worries — happy to revisit later.

Best,

[Your Name]

DM

hey! just planning my next filming block and would love to fit [Product] in while I've got the time to do it right. lmk if it's doable in the next week or two?

## The Low-Pressure Final Close

EMAIL

Last note on [Product]

Hi [Name] ,

I'll keep this short — last time I'll land in your inbox about [Product] , promise. The offer still stands if you'd like me to create something with it for [handle] .

If it's not a fit right now, totally fine. I'm a fan of [Brand] regardless and you'll see me around. Just leaving the door open.

All the best,

[Your Name]

DM

last bump from me on [Product] — offer's still open if you want it! and if not, no hard feelings, still rooting for [Brand] either way

## Saw Your New Launch Since I Emailed

### EMAIL

Saw the [new launch] drop — circling back

Hi [Name] ,

Following up on my earlier email about [Product] — and the timing got better, because I just saw [Brand] launched [new product/collection] . Congrats, it looks great.

It actually pairs perfectly with what I had in mind. I'd love to feature [Product] alongside [new launch] and show how they work together. Happy to make that the whole piece if you're open to sending both.

Excited about this one,

[Your Name]

### DM

just saw you dropped [new launch] — congrats!! ties right into what I messaged about. would love to feature it next to [Product] and show them together. open to it?

## Commented / Engaged Since Reaching Out

### EMAIL

Still keen on [Product]

Hi [Name] ,

Following up on [Product] from a little while back. I've been in your comments and reposting a few of your [recent posts] since I first reached out — genuinely enjoying what you're putting out.

Still very much up for creating something with [Product] for [@handle] whenever you're ready. Just say the word.

Talk soon,

[Your Name]

### DM

been hanging around your page since I last messaged — loved the [recent post] ! still really want to make something with [Product] if the offer's open

## Noticed You Reposted Someone Like Me

EMAIL

**Re: [Product] — saw you repost [creator type]**

Hi [Name] ,

Quick one following up on [Product] . I noticed you reposted [@creator] 's content recently — that kind of [content style, e.g. "low-key unboxing"] is exactly the lane I work in too.

If you're collecting creators in that style, I'd love to be on the list. The plan I pitched for [Product] would fit right alongside what you shared.

Cheers,

[Your Name]

DM

saw you reposted [@creator] — that's literally the kind of stuff I make too! following up on [Product] since I think I'd fit right in with the creators you're already featuring

## Reframe to an Easier "Yes"

EMAIL

**Re: [Product] — making this simple**

Hi [Name] ,

Following up on my note about [Product] . I realize a full send might be a bigger ask, so let me make it easy: even a single sample is plenty for me to create with — no need to commit to the whole [bundle/range] .

I'd rather make something great with one piece than nothing at all. Let me know what's simplest on your end.

Thanks,

[Your Name]

DM

circling back on [Product] — and to make it easy, even just one sample is more than enough for me to work with! whatever's simplest for you

## Social Proof Update Since Emailing

EMAIL

**Quick update — [Product]**

Hi [Name] ,

Following up on [Product] . Since I last reached out, I wrapped a similar piece for [other brand / product type] and it came out really well — happy to send the link so you can see exactly the kind of content you'd be getting.

Same energy is what I'd bring to [Product] . Would love to make it happen.

Best,

[Your Name]

DM

following up on [Product] — just finished a similar one for [other brand] and it turned out great, can send you the link! same vibe is what I'd do for you

## Genuine Sign-Off / Leave-the-Door-Open

### EMAIL

#### No worries on [Product]

Hi [Name] ,

I emailed a couple of times about [Product] and haven't heard back, which is completely fine — I know seeding isn't always a fit or the right timing.

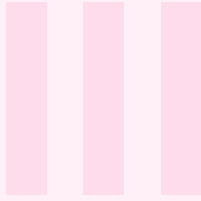
I'm going to stop chasing so I'm not cluttering your inbox, but the offer doesn't expire. If [Brand] ever wants creator content down the line, I'm one reply away. Genuinely wishing the team well.

Warmly,

[Your Name]

### DM

no stress if [Product] isn't the right fit — I'll stop popping up in here! but the offer stays open, just message me anytime down the road. wishing you guys the best



## **Post-Receipt & Relationship**

Closing the loop, staying a good contact.

## Thank-You + Content Delivered — Skincare

### EMAIL

#### It arrived — and it's already on camera

Hi [Brand Name] team,

The [Product] landed yesterday and I dove straight in. Thank you so much for sending it over — the packaging alone made me want to film.

I went ahead and worked it into a get-ready clip and a close-up of the texture (which is gorgeous, by the way). I tagged [@handle] in both so keep an eye on your notifications over the next day or two.

No need to do anything on your end — just wanted to close the loop and say I genuinely appreciate you trusting me with it. It's a keeper.

Talk soon,

[Your Name]

[@handle]

### DM

Eeee it came! Thank you so much 🙏 Already filmed a little texture close-up + a GRWM with it — tagged you in both, should be live this week. The [Product] is so good. Appreciate you sending it over!

## Unexpected Audience Reaction — Fashion

EMAIL

Okay your [Product] caused a small situation

Hi [Brand Name],

Quick happy update — I posted the [Product] you sent and my comments turned into people asking where it's from on a loop. I've lost count of how many "link?? 🤔" replies I've gotten.

I pointed everyone to [@handle], but I wanted to flag it directly because the response was bigger than I expected and I figured you'd want to know your name is getting passed around in my DMs.

Not asking for anything — just thought you'd enjoy hearing it. Thanks again for the [Product], it's been on heavy rotation.

[Your Name]

DM

Heads up — the [Product] post BLEW UP in my comments, everyone's asking where it's from 😂 Sent them all to you. Just wanted you to know it's getting love! Thank you again 🧡

## Still-Using-It Check-In — Supplements

### EMAIL

A few weeks in with the [Product]

Hi [Brand Name] team,

It's been about [timeframe] since you sent the [Product] over, and I wanted to check back in now that I've actually lived with it for a bit.

Short version: it stuck. It's part of my morning without me thinking about it, which is honestly the highest compliment I give anything I get sent. I mentioned it again in a recent [post/story] for that reason.

Nothing needed from you — just didn't want to be the creator who goes quiet the second a package shows up. Really glad I got to try it.

Best,

[Your Name]

[@handle]

### DM

Couple weeks in on the [Product] and it's officially part of my routine — not going anywhere 😊 Mentioned it again in my stories this week too. Just wanted to check back in! Thanks again for sending it.

## Honest Constructive Feedback — Tech

### EMAIL

#### Real feedback on the [Product] (the good + one note)

Hi [Brand Name],

Wanted to give you genuine notes after a solid week with the [Product], because I'd hope someone would do the same for me.

The good: [specific detail] is excellent and honestly better than I expected — that's what I led with in my content. One small note from a user's POV: [minor constructive point]. Tiny thing, and it didn't stop me from loving it, but figured the honest version is more useful than empty praise.

Either way I'm a fan and happy to keep showing it off. Thanks again for trusting me with it.

[Your Name]

[@handle]

### DM

Been testing the [Product] all week — [specific detail] is genuinely so good. One tiny honest note: [minor point], but didn't stop me loving it 😊  
Figured you'd want the real version. Thanks again for sending!

## Offering Before/After Results — Fitness

### EMAIL

Want my [timeframe] results with the [Product] ?

Hi [Brand Name] team,

Thank you again for the [Product] — I've been putting it through its paces. I've been quietly documenting a proper before/after as I go, and I'll have a clear [timeframe] mark coming up soon.

Would it be useful if I sent that over to you directly once it's done? Photos, a few notes, the honest progression — yours to keep whether or not it ever turns into content. Just thought it might be handy on your end.

No pressure either way. Loving the [Product] regardless.

[Your Name]

[@handle]

### DM

Btw I've been documenting a proper before/after with the [Product] — want me to send you the [timeframe] results once I hit it? Yours to keep either way 🙌

Thank you again for sending it!

## Tag/Credit Confirmation — Candles

### EMAIL

#### Tagged you — just confirming it came through

Hi [Brand Name],

The [Product] post went live this morning and it's one of my favorite shots in a while — that [specific detail] photographs beautifully.

I tagged [@handle] in the post and credited you in the caption, but I know tags get lost sometimes, so I wanted to confirm directly in case it didn't land in your notifications. Happy to adjust anything if you'd rather I credit you a different way.

Thanks again for sending it over — it's living on my desk now.

[Your Name]

### DM

Post is live + I tagged [@handle] and credited you in the caption 🕯️ Just confirming in case it got buried in your notifs! Let me know if you'd rather I tag you differently. Thanks again!

## Behind-the-Scenes Recap — Food

### EMAIL

#### How the [Product] shoot actually went

Hi [Brand Name] team,

Wanted to share a little behind-the-scenes now that the [Product] content is done. I built a whole [recipe/series] around it and it ended up being the most fun shoot I've done in a while — the [specific detail] genuinely stole the show.

Everything's tagged to [@handle] and rolling out over the next few days. Nothing needed from you, I just like letting brands actually see how their stuff gets used rather than it disappearing into a void.

Thank you again — it was a joy to work with.

[Your Name]

[@handle]

### DM

Just wrapped the shoot with the [Product] — built a whole [recipe] around it and it was honestly so fun 🍳 The [specific detail] was the star. All tagged to you, going live this week! Thanks again for sending it.

## Genuine Re-Stock / Repurchase Note — Beauty

### EMAIL

I just bought a backup of the [Product]

Hi [Brand Name],

This is maybe the most genuine thing I can tell you as a creator: I went and bought a backup [Product] with my own money this week because I didn't want to run out.

That's not something I do often with things I'm sent, so I wanted you to know directly. It's earned a permanent spot, and I'll keep showing it naturally as I actually use it.

Nothing needed here — just felt like the kind of feedback worth saying out loud. Thank you again for the intro to it.

[Your Name]

[@handle]

### DM

Okay real talk — I just repurchased the [Product] with my own money because I didn't want to run out 😭 That basically never happens with stuff I get sent. Just wanted you to know! Thank you again 💕

## Low-Maintenance Stay-In-Touch Note — Stationery

EMAIL

### Closing the loop + leaving the door open

Hi [Brand Name] team,

Just wanted to wrap things up properly on the [Product] you sent. Everything's posted, [@handle] is tagged, and the response has been lovely — [specific detail] was a real hit.

I won't clutter your inbox, but I'd love to stay loosely in touch. I genuinely enjoyed working with your stuff and I'm an easy contact to have around. If it's ever useful, I'm here.

Thanks again for trusting me with it. It was a pleasure.

[Your Name]

[@handle]

DM

All wrapped up on the [Product] — posted, tagged, and people loved it ✨  
Won't crowd your inbox, just wanted to say it was a genuine pleasure. Easy contact to have around whenever! Thanks again 🙏

## Pet's Reaction / Authentic Moment — Pets

### EMAIL

My [pet] has opinions about the [Product]

Hi [Brand Name],

Had to send you this — [pet name] took one look at the [Product] you sent and has not let it out of their sight since. It's become a whole thing in our house.

I caught the reaction on camera and it's some of the most genuine content I've filmed in ages, so naturally I tagged [@handle]. Honestly the best kind of endorsement: I couldn't fake that if I tried.

Nothing needed from you — just wanted to share the moment and say thank you. It was a hit on every level.

[Your Name]

[@handle]

### DM

[pet name] is OBSESSED with the [Product] 😊 caught the whole reaction on camera and it's the realest content I've filmed in ages — tagged you in it! Couldn't have scripted that if I tried. Thank you so much for sending it 🐾

# IV

## **Re-Up & Re-Pitch**

Warm contact, something new to pitch.

## Next-Drop First Look — Skincare

EMAIL

that **[Product]** you sent is gone (in the best way)

Hey **[First Name]**,

Quick one — the **[Product]** you sent over a while back is officially empty, which in skincare-creator terms is the highest compliment I can give. People still ask me about it in my comments.

I saw **[Brand Name]** has a **[new product/next drop]** coming up, and I'd love to be one of the first to get it in front of my audience the same way I did last time. Happy to do a fresh first-impression piece the week it lands.

Want me on the early list for that one?

**[Name]** / **[@handle]**

DM

hey! the **[Product]** you sent me is fully gone now lol, it became a real staple. saw you've got **[new drop]** coming — would love first dibs on it again like last time. can you loop me in?

## Seasonal Moment Re-Up — Candles

### EMAIL

**[Brand Name] + my fall content (round two?)**

Hi **[First Name]**,

The **[Product]** from last time still gets pulled into half my cozy content — it photographs beautifully, so thank you again for that.

With **[season/holiday]** coming up, I'm planning a whole **[seasonal series/gift-guide]** and **[Brand Name]** is an obvious fit for it. If you've got any **[new seasonal scents/holiday line]** you're seeding right now, I'd love to feature them while the timing's right.

Worth lining something up before **[month]**?

**[Name] / [@handle]**

### DM

hi! still obsessed with the **[Product]** you sent. i'm putting together my **[fall/holiday]** content now and would love to include your new **[seasonal range]** if you're sending any out — timing's perfect. you in?

## Performance-Data Callback — Fitness

EMAIL

numbers from the last [Brand Name] piece (let's do another)

Hey [First Name],

Wanted to close the loop and reopen one at the same time. The content I made with the [Product] you sent pulled [X views / X saves / a bunch of "where's this from" comments] — it genuinely overperformed my average, and people clicked through to [Brand Name].

That tells me my audience is the right fit for you, so I'd love to do it again with [new product/next item in the range]. Same energy, fresh content.

Want me to put a concept together for the next one?

[Name] / [@handle]

DM

hey! that [Product] post did really well — [X] views and a ton of "where's this from" comments. clearly my people are into [Brand Name] 😊 would love to run it back with [new product]. want me to pitch a concept?

## Range-Expansion / Bundle Pitch — Food

EMAIL

loved the [Product] — what else should I be trying?

Hi [First Name],

The [Product] you sent made it into a recipe video that my audience really responded to, and it got me curious about the rest of your range.

I'd love to do a [Brand Name] pantry/staples feature — basically showing how a few of your products work together across a couple of recipes, not just one. If you've got a [bundle/multi-product set] you'd be open to sending, I can build a mini-series around it.

Happy to share the concept if it's interesting.

[Name] / [@handle]

DM

hey! the [Product] ended up in one of my better-performing recipe vids. now i kinda want to do a full [Brand Name] pantry feature with a few of your products together — got a bundle you'd send for that? i'll build a little series around it.

## "It's Been A While" Reconnection + Ask — Supplements

EMAIL

**it's been a minute — quick update + a small ask**

Hey [First Name],

It's been a while since we worked together on the [Product] — quick update on my end: I've [grown into a more specific niche / shifted my content toward (topic) / hit (milestone)], and my audience has gotten really dialed-in on [wellness/longevity/etc.].

That's actually why I'm reaching back out. [Brand Name] 's [new product/line] feels like an even better fit for where I am now than the last one did. Would you be open to sending it over so I can show it to the (now much more relevant) crowd?

Good to be back in your inbox either way.

[Name] / [@handle]

DM

hey! been a while since the [Product] collab 🙌 my content's leaned way more into [topic] since then, so your [new product] actually fits my audience even better now. open to sending one over? would love to do another.

## Anniversary / Milestone Tie-In — Beauty

EMAIL

full-circle idea for [Brand Name]

Hi [First Name],

Funny timing — it's been almost a year since [Brand Name]'s [Product] showed up in my content, and it's still one of my most-asked-about pieces.

I'd love to do a little "still using it / one year later" moment and pair it with whatever you've launched since — kind of a then-and-now. It's a fun angle for my audience and a nice way to show staying power for the brand. If there's a [current hero product/new release] you'd send, I'll tie the whole thing together.

Up for a full-circle one?

[Name] / [@handle]

DM

hi! it's been almost a year since i featured your [Product] and people STILL ask about it. thinking of doing a "one year later" + whatever's new from you now. got a current product you'd send to pair with it? could be a cute full-circle post.

## Refer-a-Creator + Re-Up Yourself — Pets

### EMAIL

#### re-upping + sending a creator your way

Hey [First Name],

Two things. First — my [pet's name] is overdue for more [Brand Name] content, and I saw you've got [new product/flavor/drop], so I'd love to get that in the mix the way we did with the [Product].

Second — I've got a creator friend, [@their handle], whose [audience/pet niche] is honestly a perfect fit for you. Genuinely think they'd make great content for the brand, so I'm happy to intro you if it's useful.

Want me to set both up?

[Name] / [@handle]

### DM

hey! [pet's name] needs more [Brand Name] in their life lol — saw your [new drop] and would love to feature it again. also! i've got a creator friend [@handle] who'd be perfect for you, happy to intro. want me to set both up?

## Ongoing / Recurring Seeding List — Fashion

48

EMAIL

**can I just be on your regular seeding list?**

Hi [First Name],

Now that we've done a couple of rounds — the [Product] from last time still gets styled into my content constantly — I wanted to ask something straightforward.

Rather than us going back and forth each drop, would you be open to adding me to [Brand Name]'s regular seeding list? I'd love to be part of the rotation so I can cover new arrivals as they land instead of catching them late. You already know I'll actually use and post the stuff.

Easy yes if it works on your end.

[Name] / [@handle]

DM

hey! we've done a few rounds now and your stuff is always in my content. instead of pinging each drop — any way to just add me to your regular seeding list? would love to cover new arrivals as they land. you know i'll post it 🙌🙌

## New-Format / New-Platform Re-Pitch — Tech

### EMAIL

trying something new with [Brand Name] this time

Hey [First Name],

The [Product] you sent did really well in my [unboxing/review] last time, so thanks again — it's still in my daily setup.

I've started doing [new format – e.g. long-form YouTube reviews / a "what's in my bag" series / TikTok deep-dives], and I think [Brand Name] would land even better in that format than the quick post we did before. If you've got a [new product/latest model] you're seeding, I'd love to make it the centerpiece of one.

Want me to send over the format idea?

[Name] / [@handle]

### DM

hey! that [Product] review did great and it's still in my everyday setup. i've started doing [new format] now and your gear would be perfect for it. got a [new model] you're sending out? would love to build one of these around it.

## Open Door / Standing Invitation — Home & Kitchen

EMAIL

keeping the door open with [Brand Name]

Hi [First Name],

No big ask buried in here — mostly just want to keep us connected. The [Product] you sent is still a permanent fixture in my kitchen content, and working with [Brand Name] was genuinely easy and good.

So consider this a standing invitation: whenever you've got a [new launch / seasonal piece / restock] you want in front of my audience, I'm an easy yes. If there's something on the way right now I'd love first look, but no pressure at all — just want you to know I'm always game for round two.

Talk soon,

[Name] / [@handle]

DM

hi! no real agenda here — just want to stay in the loop. the [Product] you sent lives in my kitchen content now and working with you was so easy. whenever you've got something new dropping, i'm an easy yes. anything coming up i should grab first? 😊