

Influencer Outreach Proposal

Subject: Partnership Opportunity: [Brand Name] x [Influencer Name]

Hi [Influencer Name],

I've been following your content on [Platform] for a while, and I particularly loved your recent post about [Topic/Specific Video]. Your authentic approach to [Niche/Content Pillar] really resonates with the community we are building at [Brand Name].

I'm reaching out because we are launching a new campaign for [Product/Service Name] and believe your voice would be a perfect fit. Our goal is to [Campaign Objective - e.g., showcase sustainable living / simplify digital workflows], and we would love for you to share your unique perspective with your audience.

The Opportunity:

- Product/Service: [Details]
- Deliverables: [e.g., 1 Instagram Reel, 2 Story slides]
- Timeline: [Month/Date]
- Compensation: [Fixed Fee / Commission / Product Trade]

If this sounds like something you'd be interested in, let me know and I'll send over the full campaign brief and formal agreement.

Best regards,

[Your Name]

[Your Job Title]

[Brand Website/Social Link]