

### **DM Pitch:**

SEND to brand via DM only after you cannot find a contact/press email on the website:

"Hi there, \_\_\_\_ team! I would love to speak with someone about working together. Is there a good media contact I can reach out to?"

### **Email Pitch:**

Email over to brand. Avoid sending on Monday's and Friday's so your email doesn't get missed. Also set a reminder to FOLLOW UP two days after sending.

"Hi \_\_\_\_, Hope you're having an amazing day.

My name is Audrey and I am a fashion and lifestyle blogger based in Texas. I run the blog, Audrey Madison Stowe, which is a relatable personal style blog sharing everything from my favorite finds, married life, and beauty tips. My mission with AMS is to reach the ambitious woman and encourage her she can conquer all things she puts her mind to... and look cute while doing it.

I'm reaching out to talk about a potential collaboration together as I'd love to work with \_\_\_\_ this season. I'm working on a Spring 'date night' lookbook for the college girls that follow me and would love to feature \_\_\_\_ pieces for them to shop. My audience's ages range from 18-34 and are primarily women.

As part of this collaboration, I want to write a blog post (with the SEO requirements of your choice) about \_\_\_\_ and would love to do a social media package as well to share my experience with \_\_\_\_ . I think this is something that would resonate with my audience because of \_\_\_\_ .

I'd love to chat further about the deliverables, rates, and shoot ideas. Please let me know if you need any more analytics from my blog or social media accounts. I have linked them all below. Looking forward to hearing from you."