

Brand Partnerships Part 3:

How to approach brands

Focus:

Approaching brands, sponsors and influencers is one of those things that isn't necessarily hard but something that you want to get right, as first impressions really do count. Today everyone is more accessible than ever before, so how you present and position yourself to a brand will play a huge part in how they perceive you. In this video I will talk you through the process of finding, approaching and meeting with potential brand partners

Common problems/mistakes:

- Business owners do not know where to find or how to approach potential brands;
- Believe that you need to have loads of followers or status to be taken seriously;
- Don't know what to do at an initial brand meeting.

Why is it important:

- Brands are often looking out for other brands to work with;
- The size and stage of your business does not matter as much as you think it does.

Screen share:

- Steps to find, approach and meet with brands.

Template/checklist:

Brand Partnerships email template

Tips for success:

- Be confident - They worst they can say is no!
- Follow-up - Emails really can end up in the junk mail.
- People by from people that they know, like and trust.

Task:

Download the email template provided and prepare your own personalised brand introductions.