

SHY THOUGHTS TO SAVAGE CONTENT



SPONSORSHIPS & AMBASSADORSHIPS

[HTTP://WWW.ACHIEVEHERPERFECTION.COM](http://www.achievehisperfection.com)

*“Our thoughts become
our words, our words
become our beliefs, our
beliefs become our
actions, our actions
become our habits, and
our habits become our
realities.”*

-Jen Sincero

HEY THERE LADY BUG!

IT'S TIME TO TAKE ACTION. YOU'VE DECIDED TO START BLOGGING BECAUSE 1. YOU ARE PASSIONATE AND 2. YOU CAN CAPITALIZE ON YOUR PASSION.

SPONSORSHIPS AND AMBASSADORSHIPS ARE TWO SURE FIRE WAYS TO GET YOUR FOOT IN THE DOOR.

YOU MAY FEEL LIKE YOUR BLOGGING STATISTICS ARE NOT WHERE THEY NEED TO BE HOWEVER, THIS PUTS YOU IN THE PERFECT POSITION TO LEVERAGE YOUR WORTH AND ABILITIES.

I PERSONALLY FEEL THAT AMBASSADORSHIPS ARE MORE RELIABLE THAN SPONSORSHIPS AS YOU ARE LOCKED INTO A COMPANY FOR A LENGTH OF TIME AND BUILDS CREDIBILITY ON YOUR BLOG. YOUR READERS WILL UNDERSTAND YOUR COMMITMENT WHEN YOU CONSTANTLY HIGHLIGHT YOUR DEDICATION TO ONE SPECIFIC BRAND.

ON THE OTHER HAND INDIVIDUAL SPONSORS BUILDS A REPERTOIRE AND COLLECTION OF COMPANIES YOUR IDEAL READER MY RESONATE WITH. YOU WONT HAVE HAVE TO BE LOCKED INTO A CONTRACT AND WILL HAVE MORE FREEDOM/ FLEXIBILITY TO SHOWCASE YOUR ABILITIES.

THESE EXERCISE ARE HERE TO HELP YOU CURATE A SOLID SPONSORSHIP PLAN FOR PITCHING.

I AM HERE FOR YOU EVERY STEP OF THE WAY

XOXO,

A handwritten signature in black ink that reads "Cia". The letter "i" has a small heart shape above it. The signature is written in a cursive, flowing style.



WHAT TO EXPECT:

Creating Sponsorship Plan

Follow Ups

FTC GUIDELINES

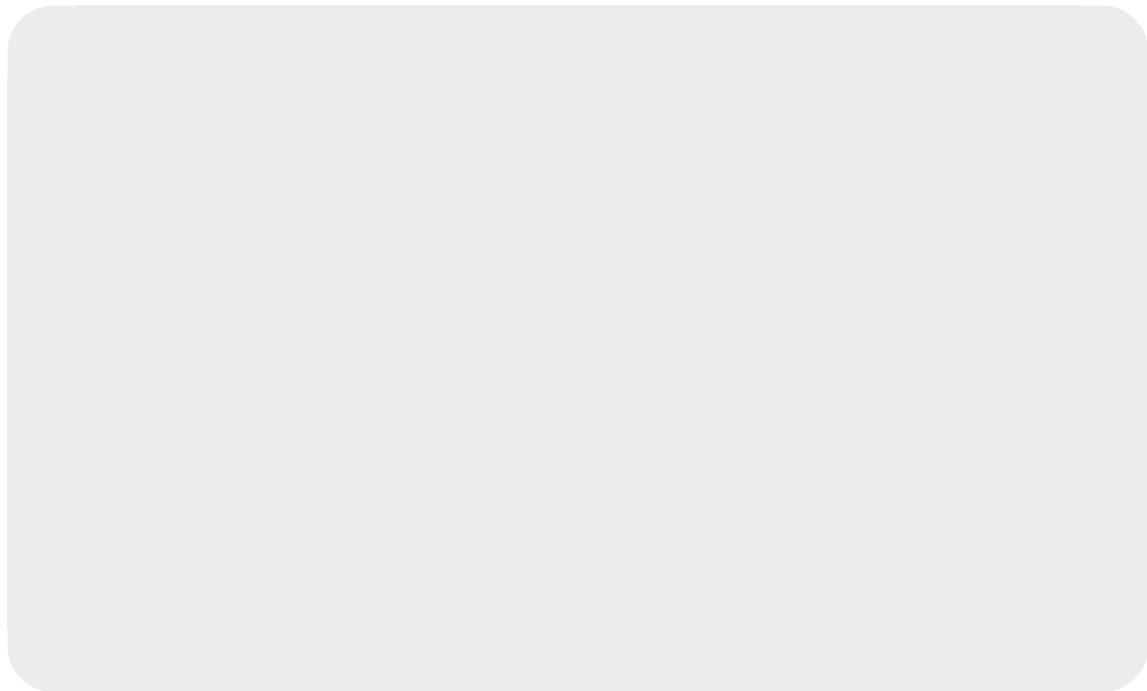
To make things short and sweet, no matter who sponsors you or who "gifts you somethings YOU must disclose this information within your post before you begin to speak to anyone about the product/service. If you fail to do so you are at risk with getting in trouble with the law. No matter where you live. Your blog is published on the world wide web meaning that you are serving people all over the world so you must disclose this to avoid punishment.

FORMULATE A PLAN

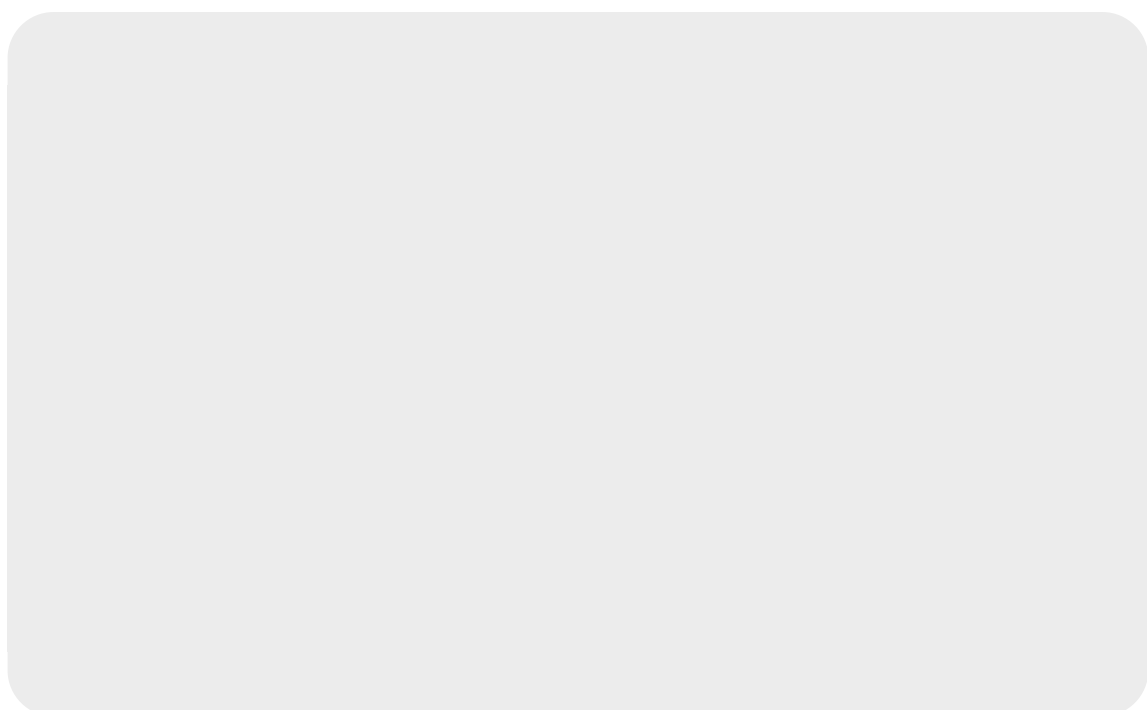
What companies have similar goals and values that are aligned with your blog? Write the company's name and mission statement below. Rate your compatibility with them from 1-10

Company Name	Mission Statement	Compatibility
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What do you want to gain from this sponsor?
Money, free product, both? (will they offer a
discount to your readers)



What has your company accomplished? How
have you fared in past sponsorships? (If you
have no past experience what are your
projected expectations?)

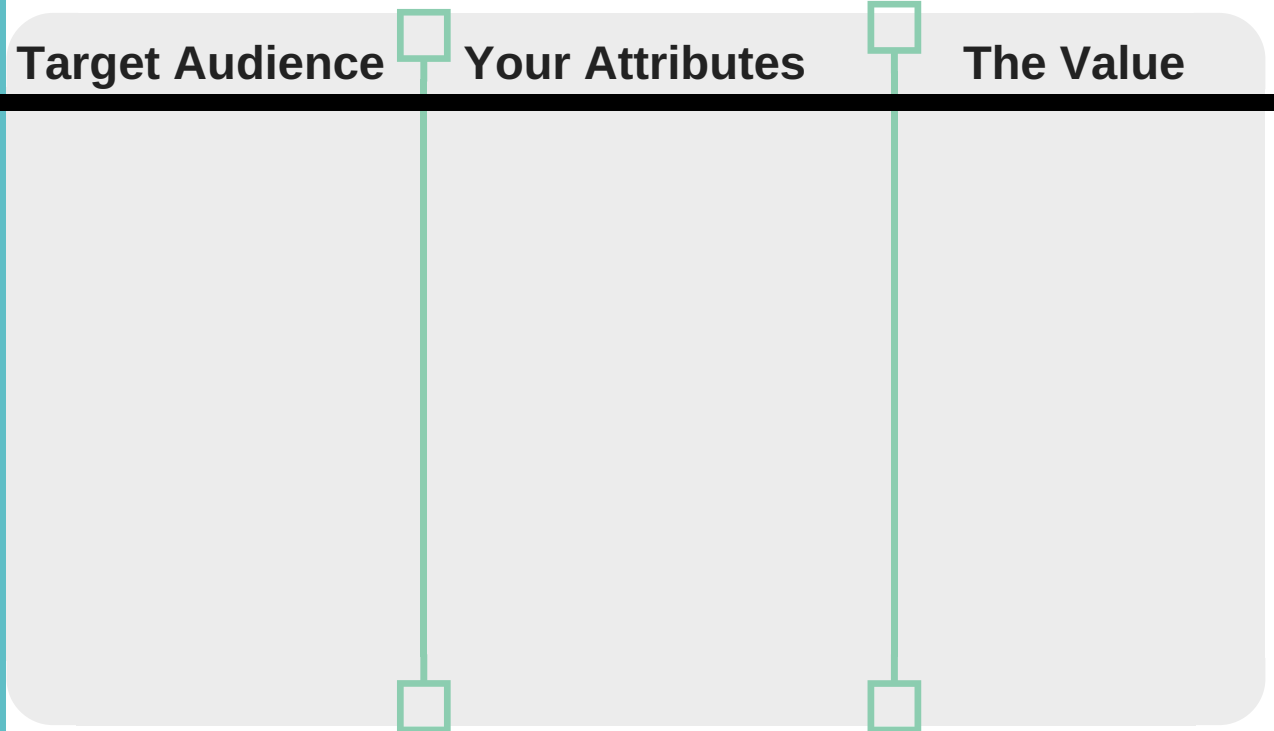


What will the target audience look like for the specific sponsor? How will you market it to your expected audience? What value will the prospective audience get?

Target Audience

Your Attributes

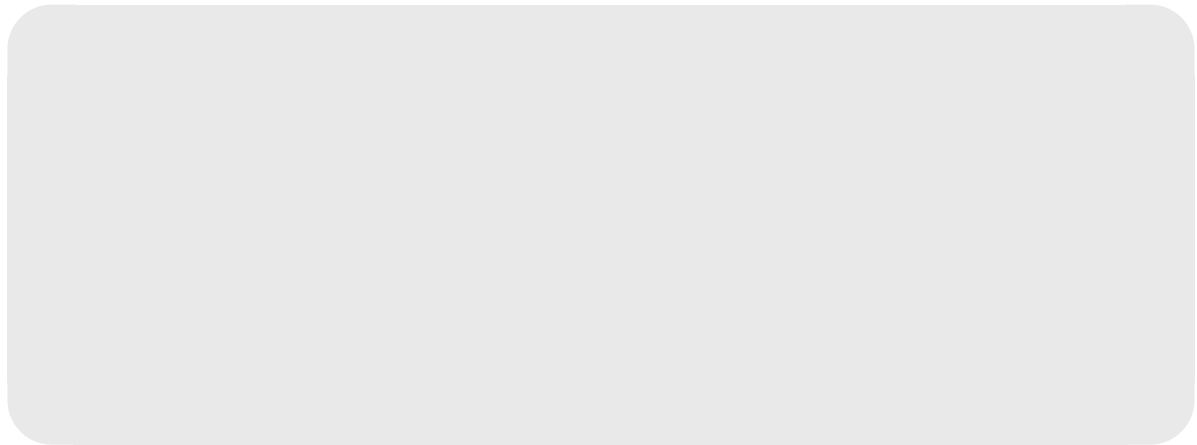
The Value



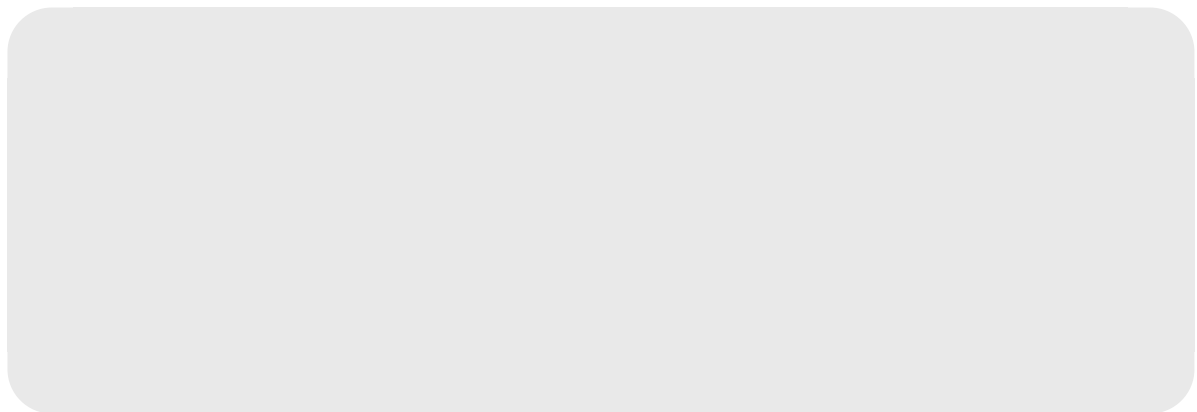
How will having an extended ambassadorship or regular sponsorship benefit the company/brand?

A large, empty, rounded rectangular box for writing an answer.

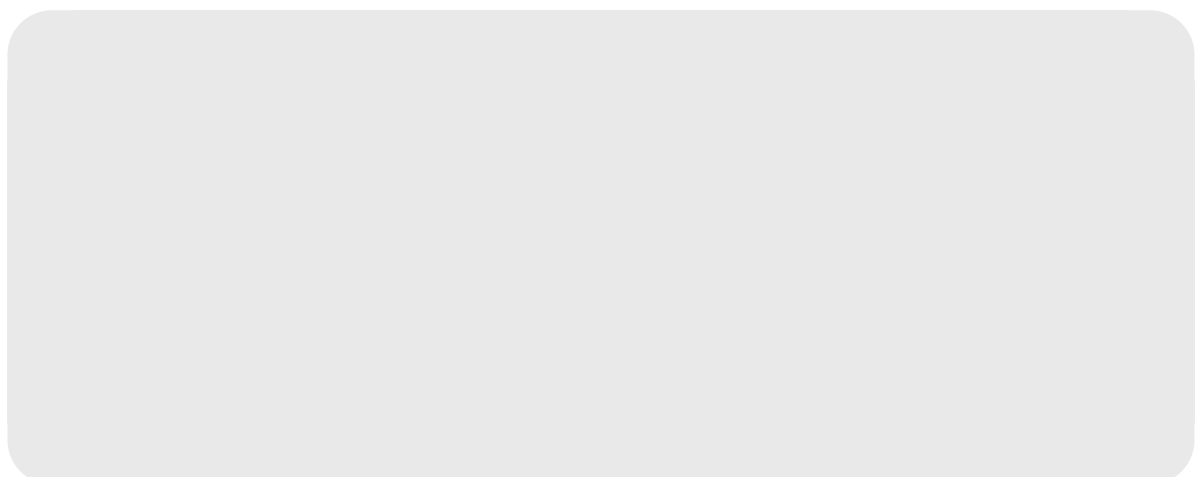
What is your level of exposure? Social Media statistics for Instagram/ facebook/ twitter/ pinterest/ stumbled upon/ blog page views and unique visitors.



What are your public relations plan when it comes to marketing for the sponsors? If you have a small audience how will you pitch your small audience for their benefit?



How will you measure your success? (Sales, exposure, sign ups etc) Quantitative and Qualitative Data



When you are drafting a sponsorship email you have to be aware of the company's values and show interest in them. They want to feel important!

You need to be polite and not sound too needy. Be sure to set your boundaries within the email as well. Be fair and know your worth. Don't do something or advertise something that doesn't align with your blog's values.

Within the pitch you can give a broad idea backed with pictures on how you will best represent the brand. Companies love pitches they can visualize.

FOLLOW THE STEPS BELOW

1. INTRODUCTION

**2. WHY PARTNERING WITH YOU
WILL BE VALUABLE TO
YOUR SPONSOR**

3. MARKETING OBJECTIVES

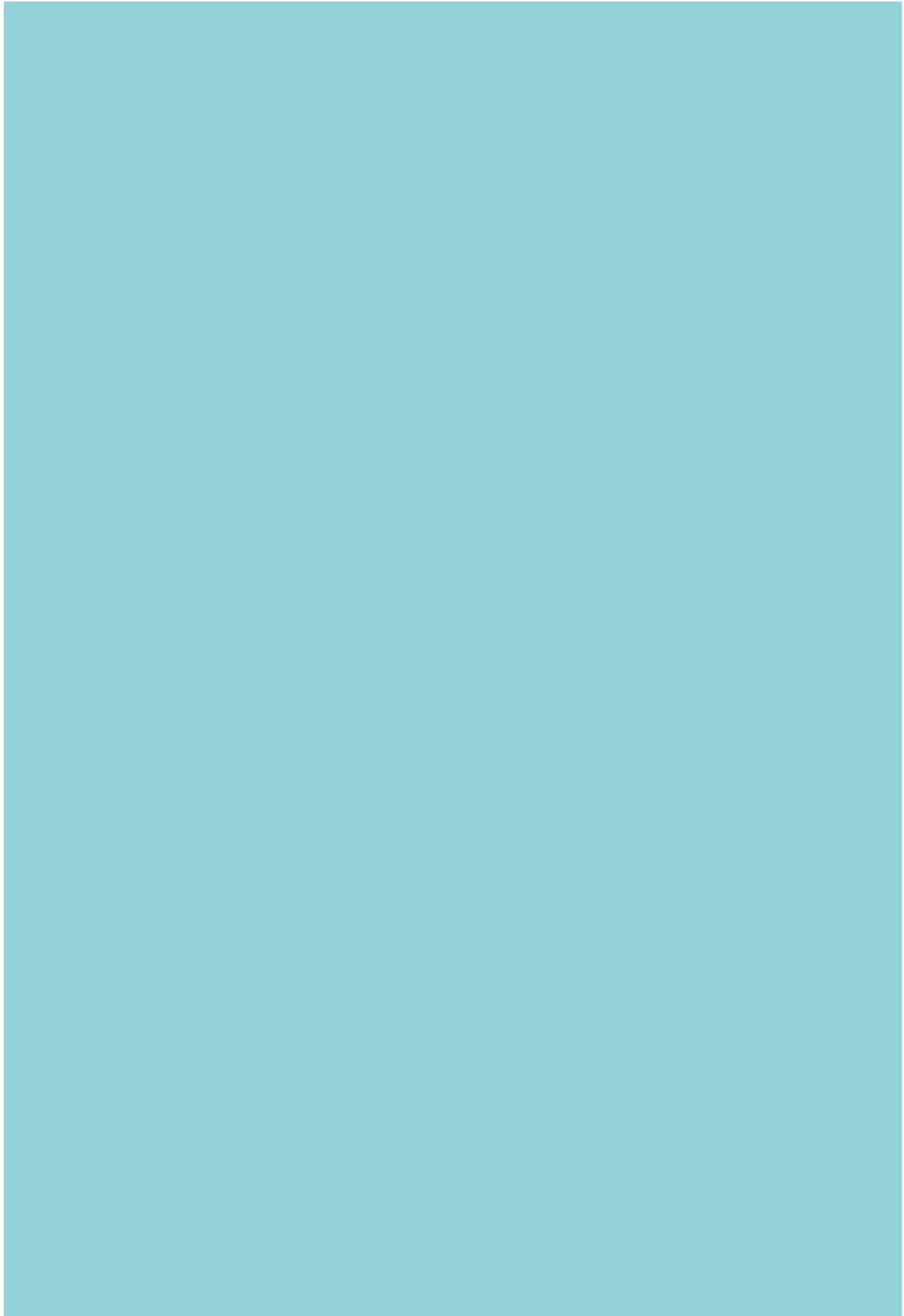
**4. HOW YOU WILL MEASURE YOUR
SUCCESS**

5. WHAT YOU ARE SEEKING

**6. CALL TO ACTION- Ask them for
contact info of person in charge
of approving sponsorships, ask to set
up a phone call, etc**

**7. YOUR BLOG BUSINESS CONTACT
INFORMATION**

EMAIL DRAFTS



FOLLOW UP EMAIL

If a brand sends products and you love it or use it in a post let them know via email. You will be first on their list when they budget for the next campaign because you've shown additional interest and professionalism.

Alternatively, if they respond and decline the offer still follow up! Leave future collaboration opportunities open



Follow up date: _____

Follow up notes (why were you declines what needs to be adjusted?)

