# The First Brand Deal *Starter Guide*

5 Steps to Start Building Confidence & Landing Brand Deals

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# You Can Do This

## BRAND PARTNERSHIPS ARE WITHIN REACH

You do not need thousands of followers, a perfect portfolio, or years of experience to pursue brand partnerships. You need a plan, confidence, and an understanding of what brands seek.

This guide will walk you through five simple steps to help you start building confidence and landing brand deals, even if you are just getting started.




### 1 Choose a Starting Point

Use what you have right now — your interests, niche, and existing content — to identify brands that are a good fit for you.

### 2 Create Samples

Showcase the quality and style of your content with a few sample posts, even if they are not for a paid campaign.

### 3 Make It Easy for Brands to Hire You

Have a clear and professional presence, including a simple media kit or profile that shows who you are, what you create, and the value you offer.

### 4 Start Reaching Out

Find the right contacts and send a friendly, personalized pitch. Keep it simple, authentic, and focused on how you can help their brand.

### 5 Think Beyond One-Off Deals

Look for opportunities to build long-term partnerships, but remember that long-term partnerships do not guarantee recurring income.

# Brand Pitch *Template*

Not sure what to say when reaching out to a brand? Start with this simple template and make it your own.




**Subject:** UGC Partnership Idea for [Brand Name]

Hi [Brand Name] Team,

My name is [Your Name], and I'm a UGC creator who loves creating authentic, engaging content that helps brands connect with their audience.

I'm a big fan of [Brand Name] and would love the opportunity to collaborate. I believe my content style and audience would be a great fit for your brand, and I'd love to discuss potential UGC opportunities.

Please let me know if you're open to partnering. I'd be happy to share more ideas and examples of my work!

Best regards,
[Your Name]
[Your Portfolio Link]
[Your Contact Information]

**Pro Tip:**
Personalize every pitch with specific details about the brand to make it stand out.

# A Quick Confidence Check

Before you send your next pitch, ask yourself:

- [ ] Does this align with my brand and goals?
  My thoughts:
- [ ] Have I clearly communicated the value I offer?
  My thoughts:
- [ ] Does this feel like a good fit for both of us?
  My thoughts:
- [ ] Am I showing up as the best version of my brand?
  My thoughts:




**Your answers don't need to be perfect.**

Confidence isn't always feeling fearless. Sometimes it's pressing send even when you're nervous.

YOUR NEXT STEP

# The UGC to Brand Partner *Playbook*

A practical, step-by-step guide to help you position yourself, land brand deals, and build lasting partnerships with confidence.

INSIDE, YOU'LL LEARN:

- Positioning yourself for brand opportunities
- Building a portfolio that gets noticed
- Pitching and follow-up that convert
- Pricing your work with confidence
- Deliverables and usage rights
- Client workflow from first contact to final delivery
- Creating long-term partnerships
- An actionable 30-day plan




GET THE PLAYBOOK HERE!