

Amazon Influencer Pitch Email Template (Free + AI Prompt)

Slug: amazon-influencer-pitch-email-template

Variation 1: Professional

Use when contacting mid-to-large creators (50K+ followers) or agency-repped talent.

Subject: [Brand Name] x [Creator Name]: Amazon collab idea

Hi [Creator Name],

I'm [Your Name], [Your Role] at [Brand Name]. We sell [Product Category] on Amazon, and I've been following your content on [Platform] — your [specific video/post reference] was exactly the kind of practical, no-fluff review style we'd want representing [Product Name].

We're looking to add [Product Name] to a small group of creator storefronts ahead of [launch/season/event]. Here's what we're offering:

- Free unit of [Product Name] (retail value \$[X])
- [X]% commission through Amazon Associates on any resulting sales
- [Optional: flat fee of \$[X] for one dedicated video/post]
- Early access to [upcoming product/feature] if you're interested in an ongoing relationship

If this is a fit, I can have the unit shipped within [X] business days. No obligation to post if the product isn't a match for your audience — we'd rather have honest coverage than forced content.

Would you be open to a quick reply with your shipping address, or a 10-minute call this week if you'd prefer to talk through specifics first?

Best,

[Your Name]

[Brand Name]

[Website / Amazon Storefront Link]

Variation 2: Friendly

Use for micro and nano influencers, or when your brand voice is casual.

Subject: Loved your [niche] content — want to try [Product Name]?

Hey [Creator Name]!

I've been scrolling through your [Platform] and genuinely loved [specific post] — the way you [specific detail] is exactly the vibe we're going for with [Product Name].

We make [short product description] and sell it on Amazon. Would you be up for trying it out? We'd send it over free, no pressure to post, but if you did want to make something, we'd cover you with [X]% commission on Amazon plus [flat fee if applicable].

Totally fine to say no if it's not your thing — just thought I'd reach out since your content style is such a good match.

Let me know!

[Your Name]

[Brand Name]

Variation 3: Short

Use for high-volume outreach campaigns where you're contacting 50+ creators per week.

Subject: Free [Product Name] + [X]% commission

Hi [Creator Name],

Quick one — we sell [Product Name] on Amazon and think it'd fit your content well. Happy to send a free unit plus [X]% commission through Amazon Associates.

Interested? Reply with your shipping details and I'll get it out this week.

[Your Name]

[Brand Name]

Variation 4: Premium

Use for top-tier creators or when the offer includes a flat fee, not just commission.

Subject: [Brand Name] — paid Amazon collab for [Creator Name]

Hi [Creator Name],

I'm [Your Name] at [Brand Name]. We're building out a small roster of paid creator partners for [Product Name] on Amazon, and your content came up as an ideal fit — particularly [specific reference to their work].

The offer:

- Flat fee: \$[X] for one dedicated video/post
- Plus [X]% ongoing commission via Amazon Associates
- Free product, retained by you
- Usage rights for [X] months on our Amazon listing and ads (details negotiable)

We keep briefs light — we want your voice, not a script. If you're interested, I can send over a one-page brief and we can confirm timeline and deliverables from there.

Would love to hear your thoughts, or feel free to send your media kit / rate card if you have one.

[Your Name]

[Brand Name]

[Portfolio / Amazon Storefront Link]

Follow-Up Email (Optional)

Send 4–6 days after no response. Keep it under 60 words.

Subject: Re: [Original Subject Line]

Hi [Creator Name],

Just following up in case this got buried — still happy to send [Product Name] your way if you're interested. No worries either way, just let me know!

AI Prompt Section

Paste this into ChatGPT, Claude, or any AI writing tool to generate a customized version instantly:

Act as an Amazon brand outreach specialist. Using the structure of a [Professional/Friendly/Short/Premium] pitch email, write a cold outreach message to an influencer named [Creator Name] who posts [content type] on [Platform].

My brand is [Brand Name], selling [Product Name], a [one-sentence product description]. I am offering [free product / flat fee of \$X / X% Amazon Associates commission / combination].

The creator's most recent relevant content was: [describe post/video].

Keep the email under [150/250] words, avoid generic sponsorship language, lead with a specific and genuine observation about their content, and end with a clear, low-friction call to action (reply with shipping address, or book a short call).