

UGC Creator Pitch Email Template for TikTok Brand Deals

Slug: ugc-creator-pitch-email-template-for-tiktok-brand-deals

Variation 1 — Professional

Subject: UGC content idea for [Brand Name]

Hi [Contact Name],

I'm [Your Name], a [Niche] content creator on TikTok with [Follower Count] followers and an average view count of [Avg Views]. I've been following [Brand Name] and think there's a strong content fit between your [Product Category] and my audience, who regularly engage with [Content Theme] content.

I create [Content Style] videos — see examples here: [Portfolio Link]. I'd like to propose a UGC package: [Number] videos featuring [Product Name], delivered as raw footage you can repost across your own channels, plus optional organic posting on my page.

My rate for this package is [Price Range], and I can turn around content within [Turnaround Time] of receiving the product. Happy to send a sample concept if useful.

Would you be open to a quick call this week?

Best, [Your Name] [Contact Info / Portfolio Link]

Variation 2 — Friendly

Subject: Quick TikTok concept for [Brand Name] 🎬

Hey [Contact Name]!

I'm [Your Name] — I make [Content Style] TikToks for [Niche] audiences, and I've genuinely been a fan of [Brand Name] for a while. I actually filmed a quick concept video using [Product Name] because I couldn't stop thinking about how well it'd land with my audience (link below, no pressure!): [Sample Link]

A bit about me: [Follower Count] followers, [Avg Views] average views, mostly [Audience Demographic]. I'd love to put together a small content package for you — usually [Number] videos for [Price Range].

Let me know if you'd want to chat or if there's someone else on your team I should reach out to!

Talk soon, [Your Name]

Variation 3 — Short

Subject: [Your Name] x [Brand Name] — content collab?

Hi [Contact Name],

[Your Name] here, [Niche] creator with [Follower Count] followers. I'd love to create UGC content for [Brand Name] — [Number] videos, [Price Range], turnaround in [Turnaround Time].

Portfolio: [Portfolio Link]

Interested? Happy to send a sample.

[Your Name]

Variation 4 — Premium

Subject: Creator partnership proposal — [Brand Name]

Hi [Contact Name],

I'm [Your Name], and over the past [Time Period] I've built a [Niche] presence on TikTok with [Follower Count] followers and a consistent [Engagement Rate] engagement rate, working with brands including [Past Brand 1] and [Past Brand 2].

I'd like to propose a structured content partnership with [Brand Name]: a [Number]-video package covering [Content Angle], full usage rights for paid ad placement, and a 3-month content calendar aligned to your launch dates. My standard rate for this scope is [Price Range], with packages scaling based on usage rights and exclusivity terms.

I've attached a one-page proposal with sample concepts tailored to [Product Name]. Available for a 15-minute call this week if helpful.

Best regards, [Your Name] [Portfolio Link] | [Media Kit Link]

Follow-Up Email (Optional)

Subject: Re: [Original Subject]

Hi [Contact Name], just floating this back to the top of your inbox — still happy to put together a sample video for [Brand Name] if that's useful. Let me know either way!

[Your Name]

Outreach Psychology Tips

Brands skim before they read, so the first line needs to establish relevance, not introduce yourself. Leading with a sample link or concrete concept consistently outperforms leading with follower counts, because it shifts the brand's mental frame from "evaluating a stranger" to "reviewing a deliverable." Specific numbers (exact follower count, exact price) read as more credible than rounded ones, and a single clear call to action — not three options — gets more replies than an open-ended "let me know your thoughts."

AI Prompt Section

Paste this into any AI assistant to generate a custom version of this pitch in seconds:

Act as a UGC creator outreach specialist. Write a TikTok brand pitch email using this structure:

hook referencing the brand's product, 1-2 lines of creator credibility (niche, follower count, average views), a specific content offer (number of videos, format, usage rights), pricing, and a single clear call to action.

Brand: [Brand Name]

Contact name: [Contact Name]

My niche: [Niche]

Follower count: [Follower Count]

Average views: [Avg Views]

Content style: [Content Style]

Offer: [Number] videos for [Price Range]

Tone: [Professional / Friendly / Short / Premium]

Keep it under 150 words, no generic compliments, no exclamation overload.