

Please don't share w/o asking me because this contains confidential information.

THANKS 😊

- Daniel

Outreach

- Copy:

Hi! Interested in a paid promo?

Our app makes tracking macros as easy one picture or a few keystrokes for manual logging.

We believe there's high compatibility between your content and our app so let us know if you're interested in working with us.

Happy to provide references from the creators we've worked with :)

- Copy 2:

Hey [NAME],

Love your content! We're reaching out because we think you'd be a great fit for FitHub, a new calorie-tracking app built for people serious about fitness. We're looking to team up with a few select creators and would love to chat to see if it's a good fit.

- Response rates
 - ~YMMV: 80% read, 40% respond, 10% convert to vids
 - **Botted + Verified Accounts (aged) for increased response rates:**
 - I like to buy 10k+ followers cause it looks nice and then throw up three figma designs
 - Some accounts will allow you to buy a verified tag through Facebook Business suite
 - <https://sebuda.com/>
 - Site is very sus but it's legit

Negotiation

- Best offer: 4 video package + 4 story post. Minimum view count of X amount (1 million for example). If the number isn't hit then keep posting.
 - Ex: The Company shall pay the Influencer USD \$1600 for the creation and publication of the 4 distinct videos. If the videos don't hit 1 million views, the creator will post additional videos until the view count is hit. Multiple platforms add up to the view count.
- The lower the better. We never pay higher than 5 CPM and try to aim for 2 or 3 CPM.

- Highly recommend minimum view count (MVC) so influencers don't create a shitty video and demand payment

Promo Document for Proper Creatives:

https://docs.google.com/document/d/13u2AubkTgcnos7TehA_YsYafWSthvgalp9vRQm9zyql/edit?usp=sharing

Contract

- Something will happen so make sure you have a good contract if a creator goes crazy. Don't pay F&F upfront ideally. Micro-influencers especially will scam you.
- <https://docs.google.com/document/d/1QdFH2dX5yGBJy93-vp5jseO60s4X-pbGN2M8wfC96lY/edit?usp=sharing>