

Creator Brand Pitch Kit

A practical guide to preparing samples and contacting brands

Prepare a clear example of your work, choose a brand that fits it, and send a specific proposal. This kit helps beginner creators organize outreach without inventing followers, experience, clients or results. It does not promise replies, partnerships or income.

Your files

- This six page guide in PDF and editable Word formats.
- Twelve customizable messages in Pitch_Messages.txt.
- An editable one page media kit with honest beginner options.
- An editable campaign brief and outreach log.

Start here

Choose one content type you can produce well. Make one original sample and label it as an independent demo. Fill the media kit with real information. Select one matching brand, personalize message 01 or 03, and record the next action in your outreach log.

Choose the type of offer

Producing content for a brand and posting to your own audience are different services. State which you are proposing. If your audience is small or new, you can show your production skills without promising reach. A brand still decides whether your work meets its needs.

Build a portfolio with honest samples

Begin with two or three short examples that show what you can make. Use things you own and knowledge you can explain. An independent product demonstration is a sample, not evidence that a brand hired you.

Four sample concepts

- Hands only demo: show one useful action from start to finish and explain why it matters.
- Screen tutorial: teach a short process in a sample file you created, with private information removed.
- Product detail: show an owned item from consistent angles and explain one real feature without unsupported claims.
- Slideshow: explain a narrow question across three to five readable pages with an original filled example.

Make each sample easy to assess

Name the sample, explain its objective in one sentence, and link directly to the work. State your role: filming, writing, editing or narration. Add captions if speech matters. A reviewer should understand the example without being required to contact you first.

A portfolio outline

Opening: your name, content type and contact. Work: two or three labeled samples with a short description each. Services: the deliverables you can actually create. Process: brief, confirmed scope, draft and revision. Contact: one reliable email. Check every link while signed out.

A truthful sample label

Independent demonstration created for my portfolio. This example was not commissioned by or sponsored by the brand shown.