

# Proven Influencer Scripts

## Paid Promotion

Getting a popular influencer on board to give you a shoutout / post can be difficult if you don't know what to say. The scripts below will help you ease into the initial conversation.

Hi [Name],

My name is [Name], and I'm in charge of influencer outreach for [Company].

We're a [Short Description] that sells [Product]

I loved your recent post on [Description]. We're running an Instagram campaign

[Name of Campaign/Summary] We would love to have you involved.

If you're interested, send us a quote and we will discuss more in detail.

Thank you for your time!

Best,

[Name]

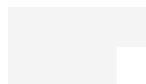
===== | ===== | ===== |  
=====

Hey [Name],

I'm the founder of [Company] and we sell [Product].

I've been following you on Instagram for a while and especially like the way your photos all look DESCRIPTION.

I'd love to arrange a sponsored post and offer an exclusive deal to your followers. Would it be ok if I sent you a sample of PRODUCT for free?



Cheers,  
NAME

===== | ===== | ===== |  
=====

Hey [Name],  
Everyone at our company loves your posts ! They really [motivate Us / inspire Us].

We've just started a new campaign on Instagram selling PRODUCT, which is DESCRIPTION. So far, people love it!

I would like for you to be one of the first people to show off [the PRODUCT]. If you are interested in making this happen then get back to me with a quote and we will discuss it in more detail.

- [Name]

===== | ===== | ===== |  
=====

Hi [Name],

I sell [Product] and I'm putting together a sale for [Holiday]. I think you would be the perfect person to

promote the sale. Your Audience is a brilliant match to [Product] and your posts are amazing!

Would it be ok to send you a free sample for a shoutout to our sale ?

Best,

[Name]

===== | ===== |  
===== |  
=====

Hey [Name], I'm the founder of [Company] and we're the [only source/ original home] of [Product].

We've been featured in places like [Media] and everyone seems to love [the

Product].

I've been following your account forever and your post on TOPIC [inspired / motivated me to] [Something you did as a result of their post].

I would love to have you promote [Product] on behalf of [Company]. It really makes [Topic / Problem you are solving] much easier. I will be happy to offer you free samples in exchange for a shoutout to [Instagram Tag]

Looking forward to it,

[Name]

===== | ===== | ===== |  
=====

Hey [Name],

First of all, big fan ! I really can't believe I even have the opportunity to ask you to work with me. I have followed your posts ever since [reason why you followed] and I especially loved hearing about [Talk about a Recent Post of theirs].

A little about us; I am the founder of a little company called [Company] and we are looking to work with an exclusive group of influencers such as yourself to release our [Product / Service] range. I really hope you are available to come on board and join our growing family of marketers !

It's been a pleasure reaching out,

[Name]

===== | ===== | ===== |  
=====

# Free Promotion

Free Promotions can get much trickier but can be vital to keeping costs down. You need to find an influencer that is very passionate about a problem that your product / service is solving or just passionate in general.

===== | ===== | ===== |  
=====

Hey [Name],

First of all, big fan ! I really can't believe I even have the opportunity to ask you to work with me. I have followed your posts ever since [reason why you followed] and I especially loved hearing about [Talk about a Recent Post of theirs].

A little about us; I am the founder of a little company called [Company] and we are looking to work with an exclusive group of influencers such as yourself to release our [Product / Service] range. I really hope you are available to come on board and join our growing family of marketers !

Best,

[Name]

===== | ===== |  
===== |  
=====

Hey [Name], I'm the founder of [Company] and we're the [only source/ original home] of [Product].

We've been featured in places like [Media] and everyone seems to love [the Product].

I've been following your account forever and your post on TOPIC [inspired /

motivated me to] [Something you did as a result of their post].

I would love to have you promote [Product] on behalf of [Company]. It really makes [Topic / Problem you are solving] much easier. I will be happy to provide some content for you to share with your followers to tell them all about our vision.

Looking forward to it,

[Name]

===== | ===== | ===== |  
=====

Hey [Name],

Let me be the first person (at least for today) to tell you how inspiring your posts are. I love all the hard work & effort you put into your account and the post on [talk about a previous post they made].

Being a [their profession / work], I'm sure you can understand when [problem happens] you can really start to feel [negative effects of problem]. What we at [Company] are working on solving this by [how you solve the problem]. Have a look at our [quick demo video/ website/ infographic] below:

[demo video]

We feel like your account would really help our vision of [your company vision]. Unfortunately we don't have too much to offer right now as we are just starting out but we would appreciate it so much if you could just talk about what we do (@[your instagram tag]), I can organise all the material for you to be able to do this in the easiest way possible. Imagine how many peoples lives will be better off just by hearing what you have to say !

Thanks in advance,

[Name]

===== | ===== | ===== |  
=====

Hey [Name],

My favorite post of yours is when you posted about [recent post]. You mentioned [a problem they had]. I really couldn't believe that nobody had solved it yet. So I worked hard to create it. [Tell Your Story]

You inspired me to create [Product] and I am incredibly grateful for that. So

Thank you !

As if you haven't done enough for my life already, I would like your opinion on [Product] and whether you think it's an idea that your followers would be interested in. Please do have a look. Your opinion really matters to me and would help countless other people like us as well ! [attach or link anything you need to. video/photos/website]

Appreciate it a tonne,

[Name]

===== | ===== | ===== |  
=====

Hi [Name],

I remember that one time when [talk about a recent post of theirs]. That was something else ! [How did that happen?/ What did you do ? / Any simple question]. I'm sorry, I'm babbling! I just can't believe that I have the opportunity to reach out.

I am the cofounder of [Company], and I feel like we have a common vision for the world. A world without [Problem you are solving]. It works by [Describe how you are solving the problem].

We are just starting out but I think we are onto something, what do you honestly think about it ? You are incredibly knowledgeable when it comes to this and I feel like you would have some keen insight that I can't possibly have! Would you be interested in working with us to help get the word out ?

Thank you for taking the time to read this far,

[Name]

# Sponsored Contest

Use these scripts to reach out and ask for a sponsored contest post on an influencers account. Sponsored contests are a good way to get followers incredibly fast

===== | ===== | ===== |  
=====

Hi [Name],

I sell [Product] and I'm putting together a sale for [Holiday]. I think you would be the perfect person to

promote our product. Your Audience is a brilliant match to [Product] and your posts are amazing!

Would it be ok to send you a free sample? I would be happy for you to use it in a contest to your followers in exchange for a shoutout.

Best,

[Name]

===== | ===== | ===== |  
=====

Hey [Name],

I'm the founder of [Company] and we sell [Product].

I've been following you on Instagram for a while and especially like the way your photos all look DESCRIPTION.

I'd love to arrange a sponsored post and offer an exclusive deal to your followers. Would it be ok if I sent you a sample of PRODUCT for free?

Cheers,

NAME

===== | ===== | ===== |  
=====

Hey [Name],

First of all, excellent job on reaching [number of followers]. I've been following you since follower #[number you started following].

A little about myself; I founded [Company] and we are looking to bring a brand new way to [Problem you are solving] with [Product].

If you are Interested in any merchandise to run a contest on reaching your [number of followers]th follower then please let me know, I will be glad to assist you in growing your follower base.

Best wishes from [your country],

- [Name]

=====  
=====  
===== |  
=====

Hi [Name],

Wow ! [Number of followers] followers already! Congratulations. I had no doubt you would get this far and I really want to be involved with getting you to your next [Number of followers].

I'm the founder of [Company] a tiny little company [Company Name] that has released [Product] which [Problem it solves].

We want to organize a contest on your page with you as our exclusive promoter because we really believe that you share the vision we have for this product.

We

will be happy to send you free samples in exchange for a shout out to [Instagram

Tag]

Let me know,

[Name]

=====  
===== | ===== | ===== |

Hey [Name],

Almost at [Number of followers] I see ! That must be incredibly exciting for you. I've followed you for a long time and it really blows my mind to see a number like that, you fully deserve it !

We've just started a new campaign on Instagram selling PRODUCT, which is DESCRIPTION. So far, people love it. We will be very interested in working with you to offer a free sample in exchange for a contest after your [Number of followers]th user.

Please get in touch with me to organize all the finer details and good job on all the hard work you have put in.

Best Wishes Only,

[Name]

===== | ===== | ===== |  
=====

Hey [Name], I'm the founder of [Company] and we're the [only source/ original home] of [Product].

We've been featured in places like [Media] and everyone seems to love [the Product].

I've been following your account forever and your post on TOPIC [inspired / motivated me to] [Something you did as a result of their post].

I would love to have you promote [Product] on behalf of [Company]. It really makes [Topic / Problem you are solving] much easier. I will be happy to offer you free samples for a competition you can run with your followers in exchange for a shoutout to [Instagram Tag]

Looking forward to it,

[Name]

Thanks for reading guys, hope you enjoyed and make sure you implement the scripts!