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CREATIVE CO.

CREATOR TOOLKIT / NO. 01

The Pitch & Follow-Up *Email Pack*

Nine ready-to-send templates for landing paid partnerships — written for creators in any niche, from first hello to the rebook.

09 SCENARIOS

24 SUBJECT LINES

02 PRINTABLES

START HERE

What's inside, and how to use it

Every template is written to be edited. Anything in [square brackets] is yours to swap — one specific detail beats three general ones every time. Read the sidebar on each page before you send; that's where the reasoning lives.

01 **The cold pitch**
First contact with a brand that's never heard of you.

02 **The warm nudge**
They read it, they didn't reply. Once — never twice.

03 **"Can you send your rates?"**
Answering the money question without shrinking.

04 **Gifted to paid**
Turning a free-product offer into a real budget.

05 **The content-only deal**
Scope and usage, pinned down before you shoot.

06 **The low offer**
Three ways forward instead of one flat no.

07 **The graceful pass**
Declining so the door stays open.

08 **The invoice check-in**
Getting paid without apologising for it.

09 **The results recap**
The email that turns one job into a second one.

10 **Subject-line swipe file**
Twenty-four openers, sorted by the moment you're in.

11 **The pitch tracker**
Print it, fill a row per send, and never lose a follow-up.

12 **One-page cheat sheet**
The anatomy, the timing, and the do-nots.

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BEFORE YOU SEND ANYTHING

Five rules that do most of the work

01

Write to a person, not a company.

Find the name — partnerships, brand, or marketing lead. One correctly addressed email outperforms ten sent to a general inbox.

02

Lead with their problem, not your following.

Numbers are proof, not premise. Open with the idea you have for them and let the metrics support it two paragraphs later.

03

One idea, one ask, one reply needed.

Three options in a first email reads as uncertainty. Pitch the strongest one and keep the rest for the call.

04

Name the money before they have to.

Say a rate, a range, or that a rate card is attached. Vagueness about price reads as inexperience, and it invites a lowball.

05

End with a door, not a plea.

“Should I check back after March?” gets answered. “Let me know if you're interested!” does not.

A NOTE FROM BARKHOUSE CREATIVE CO.

These templates assume you already know what you charge. If that part still feels like guesswork, the Rate & Media Kit Pack is the companion to this one.

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