HOW TO RESPOND TO PR EMAILS

(SWIPE FILE ALERT!)

We've all gotten emails like...

Dear blogger,

With autumn nearly upon us, we're reaching out to a select group of bloggers to share their cozy fall essentials for the home. Whether it's layering cashmere blankets in the den, adding a heavier down duvet to your bed, making soups or drinking pumpkin spice lattes in the kitchen, what are your fall essentials for keeping the home cozy?

If this is something you're interested in, let me know ASAP and I can send over more details, including an exclusive visual guide of our team's fall favorites at home. I look forward to the possibility of working with you. We'll be sharing some of our favorite posts on social media — the more creative, the better!

Girlfriend, I'm tellin' ya,

DO NOT WORK FOR FREE.

An audience is an audience.

Whether you have a tightknit community of 50 loyal diehards or 50 million pageviews per month, you have an audience. And remember: that's what brands want! They're reaching out to you because your unique audience has value to them.

Your readers trust you.

Brands get positive exposure when you feature them, because you only feature products and services you lovelovelove (right?). They've got something called brand equity, and it is increasing through your collaboration. When a third party with a trusted audience talks about how great something is, that means more than the company talking about their *own* awesomeness.

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Your voice matters.

Your unique storytelling resonates with your readers. It's one of the most effective marketing techniques that a brand can utilize in 21st-century marketing. You're giving them the opportunity to speak directly to their consumer in a real, relatable way – through you – which is valuable for them and takes work on your part.

Free product doesn't pay bills.

It's okay to expect more than free product in compensation for your work. If there's a brand you absolutely love and you feel comfortable receiving free product in exchange for an awesome sponsored post, go for it. But know that you have every right to ask for payment if you don't feel like free product is enough to make the opportunity worth your time. It's okay to ask for what you're worth! I mean...do they work for free? (Didn't think so.)

SWIPE THIS FILE:

(P.S. That means copy and paste and edit accordingly for your own inbox needs!)

Thank you so much for your email! I'm happy to hear you're interested in working together. After checking out *INSERT COMPANY NAME*, I think you're right – we'd make for a great collaboration!

My media kit can be found here (*INSERT HYPERLINK to media kit*) including all details of working with *INSERT BLOG NAME*, with everything from previous brand collaborations, to my rates for various marketing options. Please look it over and let me know how you'd like to proceed! I look forward to hearing back from you, and I hope you're having a great week.



NEVER FEEL GUILTY ASKING FOR PROPER COMPENSATION.

You're a boss. Get paid like it.

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