

A FREE GUIDE BY @AISSAKEE

How I Get PR Packages and *Paid Brand Deals*

The exact process I use.
No big following required.

Hi, I'm *Kee*

I'm a student, entrepreneur and content creator. My purpose: helping you achieve your goals.

I've worked with brands like The Ordinary, COSRX, Beauty of Joseon, CapCut and YesStyle, and I've pitched over 200 brands myself.

This guide is everything I wish someone had told me when I started.

THE TRUTH FIRST

Brands don't only care about *followers*

They care about:

- **Views** (are people actually seeing your content?)
 - **Engagement** (do people comment, save and share?)
 - **Fit** (does their product make sense on your page?)
 - **Quality** (does your content look good enough to repost?)
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A small account with strong views and a clear niche can beat a big account with dead engagement.

GIFTING VS PAID

Know what you're being *offered*

PR / gifting

The brand sends you free product. Posting is usually optional or loosely expected.

Paid collab

The brand pays you to create specific content, with a deadline and deliverables.

Affiliate

You earn a commission when people buy through your link or code.

Gifting is a great way to start building your portfolio. Paid deals come once you have proof your content performs.

STEP 1

Be clear about your *niche*

Brands need to understand you in 3 seconds.

Beauty?

Skincare?

Student life?

Fitness?

Fashion?

Your profile, bio and last 9 posts should all say the same thing. If a skincare brand lands on your page and sees skincare, you're already halfway there.

STEP 2

Post like you're already *sponsored*

Film content with products you already own and love.
Reviews, routines, GRWMs, favorites.

This does two things:

- ① It shows brands exactly what you'd make for them
- ② Brands sometimes find you first when you tag them

Your page is your portfolio.

STEP 3

Make a *media kit*

One or two pages with:

- Your name, handle and niche
- Your best numbers (views, engagement rate, audience location, age range)
- Brands you've worked with (gifted counts!)
- 2 or 3 of your best content examples
- Your email

Make it in Canva or Figma, save it as a PDF, and put the link in every pitch.

STEP 4

Find who to *contact*

Look for these on the brand's website, Instagram bio or TikTok bio:

- partnerships@ · influencers@ · collabs@ · pr@ · press@
- "Ambassador program" or "Creators" page on their website
- The contact page footer

Also check creator platforms where brands post opportunities. I share mine in my full guide.

STEP 5

The pitch *formula*

- ① **Lead with your strongest number** (views usually beat followers)
- ② **Say why THEM.** Mention a real product you use or a specific idea
- ③ **Show proof.** Past brands + media kit link
- ④ **Make a clear ask.** Gifting, paid, or open to both
- ⑤ **Keep it short.** 5 to 8 sentences max

Generic copy-paste emails get ignored. One specific detail changes everything.

PITCH TEMPLATE

Steal my *template*

Subject: Content idea for [Brand] from @[yourhandle]

Hi [Name or Brand] team,

I'm [Name], a [niche] creator. My content reached [X] views in the last 28 days with a [X]% engagement rate.

I've been using your [specific product] and I'd love to create [specific video idea] for my audience.

I've worked with [past brands]. My media kit is here: [link]

Would you be open to a collaboration?

Thank you,
[Name]

STEP 6

Always *follow up*

Most brands don't reply the first time. Not because they said no, but because their inbox is full.

Send **ONE** short follow-up 5 to 7 days later. Add a new number or a new idea so it's not just "bumping this."

Then move on. Pitching is a numbers game. I pitch dozens of brands to land a few.

RATES

What to *charge*

There's no universal price. It depends on your views, engagement, niche and what the brand wants (number of videos, usage rights, exclusivity).

Tips:

- Charge per package, not just per video
- Ad rights (the brand running your video as an ad) cost extra
- Don't let brands make you name a price without knowing the deliverables

RED FLAGS

How to spot a *scam*

Be careful if:

- The email domain doesn't match the brand's website
- They spell your name wrong or use a generic greeting
- They send an attachment you didn't ask for
- They ask you to pay for anything, or push PayPal/Payoneer before a contract
- They ask for personal or banking details early

Real brands don't make you pay to work with them.

DISCLOSE IT

Always *disclose*

If you got something for free or got paid, you must say so.

#ad

#gifted

Paid partnership label

Use them clearly and at the start.

It protects you, the brand, and your audience's trust.

THAT'S THE GUIDE

Your sign to keep *posting*.

Every brand deal I have started with one post I almost didn't make.

Follow **@aissakee** for more creator tips, and save this guide so you can come back to it.

The full version with my real tools:
`kreative.xyz/shop`