

BLOGGERS & BRANDS SAMPLE PREVIEW

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BLOGGERS & BRANDS

THE BLOGGER'S GUIDE TO PITCHING
AND WORKING WITH BRANDS

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Hello!

Welcome to Bloggers & Brands: The Blogger's Guide to Pitching and Working with Brands!

About Me

My name is Shannon Acheson and I am the writer and one half of the creative duo behind the DIY & Lifestyle blog [AKA Design](#).



My husband and I started AKA Design in 2010, as a way to chronicle the numerous DIY projects we were tackling on our old, run down bungalow. In 2012, we sold the bungalow and moved into our current house, which is a beautiful work in progress. At times, it has felt like we eat, sleep and breathe DIY projects.

Over time though, our blog became about so much more than just a digest of DIY projects. It became a place to share our lives with our readers, connect with other bloggers (many of whom we are now thrilled to call our friends)

and a platform to earn extra money for our family.

My love of putting together an idea and getting a brand on board started a couple of years ago, when I first heard about brand sponsorships. I was simultaneously thrilled for the bloggers who were already working with brands and totally jealous that they knew how to do it. I thought that even if I could find out who to contact, I would have no idea what to say to them when I did.

I quickly set out to learn all I could about what brands want and how to create mutually beneficial relationships with them.

Now, working with brands on various projects and sponsorships is a large part of what I do. I find it to be one of the most exhilarating parts too. I have successfully pitched many major brands and worked with companies big and small on projects ranging from small craft tutorials to larger-scale renovations.

It's been more than two years since I sent my first pitch to a large company through their PR agency. To this day, I still work with that PR company – both on projects with the original brand and others that the agency represents. Long-term blogger + brand relationships are the best!

I wrote Bloggers & Brands to share all that I've learned, through blog conferences, online webinars and, of course, actually working with brands.

I want to tell you that you don't have to be afraid or mystified by the process. You CAN pitch your blog, projects and ideas and work with brands you love and admire. This book will give you all the tools you need to do just that!

Lesson 1: How to Choose Which Brand to Pitch

Now let's really dig in. The first step to any collaboration that you initiate is to figure out who you are going to pitch. You can brainstorm who to pitch in one of two ways.

First of all you can **make a list of brands** that you'd like to work with. Easy. Just list them all out.

Or you can **make a list of projects** you'd like to work on and then match those up to potential brand partners.

Either way, you need to make a list with several options. **Think of products you'd use and projects you'd build anyway – sponsorship or not. Think of dream projects and dream brands. Think of past posts and projects that your readers have responded well to, and brainstorm similar but new ideas.**

Lesson 3: What Do Brands and Agencies Look For in a Blog

In order to help you determine how ready you are to pitch a brand, and what you may yet need to work on, I want to share with you several things that brands are looking for when they consider a blogger to represent them.

IN GENERAL:

- **Relevancy of your blog/persona** to their brand. You need to fit together. A stay-at-home mom blogger who writes about all things home and kids likely isn't a fit for a company that sells luxury trips for business people.
- **Reach.** Brands use Compete.com, Quantcast.com and their own proprietary software to understand your metrics and your reach. You don't have to obsess over your numbers (I recommend you don't),

Lesson 4: Can I Just Wait for a Brand to Contact Me?

If you really want to collaborate with brands and form long-lasting relationships with them, I don't recommend just sitting back and wishing for a company to contact you. Be proactive. Put yourself out there. Do what I'm telling you to do.

But since you asked...

Do Brands Actually Look for Bloggers to Work With?

Yes.

As brands have caught on to the idea that working with bloggers is beneficial, they've begun searching out bloggers to work with.

- **Brands love to make connections at conferences** and trade shows. Google