

NEGOTIATING TEMPLATES

GIFTED COLLAB OFFER RESPONSE

Hi **(name)**,

Thank you so much for reaching out and thinking of me for this project! I would love to work with the brand. Quick question; are you only looking to gift influencers at the moment? In full transparency, I do receive a budget for all of my branded posts. Let me know if **the brand** would be open to something like this!

PAID COLLAB OFFER RESPONSE

(when they don't mention the budget)

Hi **(name)**,

Thank you so much for reaching out and thinking of me for this project! I would love to work with **the brand**. My rate for a **TikTok** is **\$1,000**. Let me know if we can make that work!

PAID COLLAB OFFER RESPONSE

(when the budget offered is too small)

Hi **(name)**,

Thank you so much for reaching out and thinking of me for this project! I would love to work with the brand. The lowest I can charge for an **in-feed post** is **\$1,500**. Is there any room in the budget for that?

TURN A GIFTED COLLAB INTO A PAID COLLAB

(make sure you message the brand with the existing email thread from your previous collab for reference)

Hey it's Lexi!

We recently collaborated on this post: **Post Link**

It was such a pleasure working with **the brand** and my audience loved the content! I was checking in to see if **the brand** would be open to working with me on a paid basis, since I'd love to create more content for **the brand** on a higher scale. Let me know if this is something that interests you!

Note: if you decide the offer is not for you, always leave the door open! Say something like “thank you again for thinking of me, and please feel free to reach out again with any future campaign opportunities!” There is a high chance they’ll put you on a list and reach back out later on. <3