



Influencer Outreach Templates

Influencer Outreach Template #1: Initial Contact (Friendly and Personalized)



Subject: Love your content—interested in collaborating!

Hi [Influencer's First Name],

I've been following your content around [topic/niche, e.g., sustainable fashion or fitness journeys], and I'm really impressed by how you engage your community, especially your recent post on [insert recent post or theme].

I work with [Brand Name], and we're looking to collaborate with creators who genuinely connect with [target audience, e.g., Gen Z wellness shoppers or eco-conscious parents]. I'd love to discuss a potential partnership that aligns with your voice and values.

Would you be open to chatting further? We can offer [product, fee, or UGC content opportunity] and are flexible based on your preferred format.

Looking forward to hearing from you!

Best,
[Your Name]
[Your Role] | [Brand Name]
[Contact Info or Upwork Profile Link]

Influencer Outreach Template #2: Upwork Invitation (Project-Based Approach)



Subject: Invitation to collaborate on a paid campaign

Hi [Influencer's First Name],

We're currently hiring influencers through Upwork to help promote [brief description of campaign/product], and I came across your profile—which looks like a perfect fit.

The project involves [e.g., 1 Instagram Reel + 2 Story posts], and we're targeting [describe niche audience]. We're especially drawn to your [engagement style / creative approach / past brand collabs].

If you're available and interested, you can apply directly here:
[Insert Upwork job post link]

Let me know if you have any questions—I'd love to connect!

Best regards,
[Your Name]
[Brand or Team Name]

Influencer Outreach Template #3: Follow-Up Message (Polite Nudge)



Subject: Just following up on my message 🙌

Hi [Influencer's First Name],

Just checking back in—wanted to see if you had a chance to review my last message about a potential partnership with [Brand Name].

We're moving forward with our [campaign name] this month and would still love to include you. Let me know if you're interested or have any questions—we're happy to work around your usual process.

Thanks so much, and hope to connect soon!

Warmly,
[Your Name]