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What you will find in this document

You will often receive offers from brands that don't fit your asking price. Unless it's a brand you're *dying* to work with, we recommend always holding out for a counter offer in this case. Brands will rarely go straight to their top dollar, so more often than not, there's room to move.

There are three main strategies we'd recommend you consider.

1. Straight up decline the offer, with no counter-offer made.
2. Make a counteroffer. If their initial offer is at least 50 percent of what you'd like, make a counter offer.
3. Don't reply. Wait for the follow-up.

Reply Template #1 - Decline offer

Hi,

Thanks for your offer. To be totally honest, it's far lower than what I'm being paid by other brands in your industry.

I do actually like what your brand is about though – it's just the numbers don't fit.

Let me know if you're able to come up with the budget.

Reply Template #2 - Decline offer

Hi,

My apologies, I'm unable to accept that offer as it's less than half of what I typically make.

I put a ton of time and effort into the sponsored content I create. For me, these collaborations don't end at holding up a product in a photo and writing a quick caption. I invest myself into a brand, living and breathing their products. I not only promote them organically on my social channels, but I also bring conversations offline.

For that, I'm able to charge a premium on my content. If you can increase your rate and lock me into a long-term commitment, I may consider it.

Best,

Your Name

Reply Template #3 - Counter offer

Hi,

Thanks for your offer.

Although it's less than what I typically earn, I'll consider it if you can increase your offer to \$<insert up to 200% what they offered>.

I believe in the brand and I know how to best introduce it organically to my audience. If you aren't happy with the content I create once we begin, I'd be happy to end the contract at that point. However, this has never happened – so rest assured that you can have confidence in me.

Let me know if you're interested – I'm ready to get started when you are.

Cheers,

Your Name

Reply Template #4 - Counter offer

Hi,

I appreciate the offer! My personal brand keeps me incredibly busy, so I'm only taking on opportunities that are worth my time financially.

Honestly, there are enough brands out there I love working with and compensate me fairly, that it doesn't make sense for me to take something on that hardly covers my expenses.

I do really love what your brand is about though, so if you can come up to \$<insert up to 200% what they offered>, I'd be happy to get started right away.

Let me know if you can make it happen!

Cheers,

Your Name

Reply Template #5 - After they've followed up on their offer

Hi,

Thanks for following up.

Unfortunately, your offer is far below market value. That said, I'll be unable to accept it unless you can increase it to \$<insert up to 200% what they offered>.

Best,

Your Name