

HOW TO KNOW THE TRUE VALUE OF YOUR INFLUENCE

The following exercise is designed to help influencers determine what their value proposition is when approaching or responding to brands who are interested in revenue relationships.

What is your current elevator pitch?

What are your strengths?

1.

2.

3.

4.

5.

How would you position yourself in this *hypothetical* campaign pitch?

Mommeries is a female-led keepsake gift service searching for female influencers to generate brand awareness and purchases of their product for Mother's Day.

- 300-500 word blog post
- Females, 25-45
- With kids between the ages of 0-5
- 15,000 followers minimum

scan here snag the presentation slides >>

