

# IMH Influencer Outreach Kit

Everything you need to research creators, manage outreach, and build long-term influencer partnerships.

Successful influencer outreach isn't built around a single email — it's built around a repeatable process. This toolkit provides both the messaging and the operational system to help brands scale creator partnerships, from first research to long-term relationship management.



GOOGLE DOCS

## Influencer Outreach Playbook

INCLUDES

- ✓ Subject line library
- ✓ Outreach templates
- ✓ Follow-up templates
- ✓ Negotiation templates
- ✓ Relationship templates
- ✓ Personalization checklist

[Download Playbook](#) →



GOOGLE SHEETS

## Influencer Outreach CRM

INCLUDES

- ✓ Creator database
- ✓ Qualification scorecard
- ✓ Outreach pipeline
- ✓ Follow-up manager
- ✓ Campaign tracker
- ✓ Relationship history
- ✓ Performance dashboard

[Download CRM](#) →

## How the Kit Works

