

THE PITCH PLAYBOOK

THE CREATOR PARTNERSHIP BLUEPRINT



BECOME THE CREATOR
BRANDS WANT TO HIRE.

WELCOME

Welcome to **The PITCH Playbook**.

This playbook is your step-by-step system for becoming the creator brands want to hire, work with, and pay.

Over the next 14 days, you'll build your brand, create intentional content, pitch with confidence, and open the door to consistent brand partnerships.

Each day has three parts: Training, Build, and Action.



TRAINING



Watch the training to learn the strategy for the day.



BUILD



Complete the exercises to build your brand, systems, and assets.



ACTION



Take intentional action that moves you closer to brand deals.

HOW TO GET THE MOST OUT OF THIS PLAYBOOK

- ✓ Be consistent. **Show up every day** and complete the work.
- ✓ Be honest. The **more intentional** you are, the better your results.
- ✓ **Take action.** Opportunities come from action, not information.
- ✓ **Track your progress.** Small wins every day lead to major results.
- ✓ **Stay coachable.** Apply what you learn and adjust as you grow.



YOU ARE BUILDING YOUR CREATOR BUSINESS.

This playbook gives you the blueprint.
Your commitment creates the results.
Let's build something brands **can't stop hiring**.

THE PITCH SYSTEM

A proven 7-step system that turns your content, personal brand, and outreach into consistent **brand partnerships** and income.



YOUR CONTENT IS THE INTRO.

THIS SYSTEM TURNS INTRODUCTIONS
INTO LONG-TERM **INCOME**.

THE RULES OF BRAND PARTNERSHIPS

These five rules will guide every decision you make
as you build your **creator business**.



1

BRANDS HIRE CREATORS, NOT FOLLOWERS.

Your content, personality, and professionalism
matter more than your numbers.



2

CONSISTENCY BUILDS CREDIBILITY.

Show up consistently, post with purpose,
and brands will notice.



3

CONTENT IS YOUR PORTFOLIO.

Every post, story, and video is proof
of what you can do.



4

RELATIONSHIPS CREATE OPPORTUNITIES.

The right relationships open doors
that content alone can't.



5

FOLLOW-UP WINS PARTNERSHIPS.

Most brands won't respond the first time.
The creators who follow up get hired.



BE THE CREATOR BRANDS REMEMBER.

Provide value. Build trust. Stay consistent.
You're not just creating content—you're
building your **creator brand**.

SECTION 2

DAY 1

Start with **clarity**. Build the foundation for your brand, content, and partnership goals.



CREATOR DIRECTION



YOUR NICHE



DREAM CREATOR



BRAND CATEGORIES



INCOME GOAL



CREATOR VISION BUILDER



CREATOR IDENTITY



AUDIENCE



WHY THEY FOLLOW YOU



LONG-TERM VISION



90-DAY BRAND GOAL



INCOME GOAL



BRAND DEALS NEEDED



WEEKLY GOAL



DAILY ACTIONS



YOUR **DIRECTION** TODAY CREATES YOUR **DESTINATION** TOMORROW.

Be intentional. Be consistent. Be the creator brands can't ignore.
Let's build your **vision**.

SECTION 3

DAY 2



CREATOR POSITIONING



I CREATE CONTENT FOR



THAT HELPS BRANDS



THROUGH



USING



CREATOR BRAND



MISSION



VOICE



STYLE



VALUES



CREATOR STORY



WHY YOU STARTED



YOUR JOURNEY



YOUR UNIQUE PERSPECTIVE



WHY BRANDS SHOULD
WORK WITH YOU



CLARITY CREATES CONFIDENCE. CONFIDENCE ATTRACTS OPPORTUNITY.

The clearer you are about who you are and what you do,
the easier it is for brands to say yes.

SECTION 4

DAY 3

CONTENT FOUNDATION

Build the content that attracts brands
and showcases your value.



CONTENT PILLARS

What are the main themes you create content around?

1

2

3

4

5



CREATOR STYLE

How do you create content? What is your unique style?



AUTHORITY TOPICS

What topics position you as an expert or go-to creator?

1

2

3

4

5



DREAM BRANDS

List 10 brands you dream of working with.

1

2

3

4

5

6

7

8

9

10



BRAND CATEGORIES

What types of brands align with your niche and audience?

1

2

3

4

5



CONTENT IDEAS

List content ideas that attract brands and showcase your skills.

1

2

3

4

5

6

7

8

9

10



SOLID CONTENT BUILDS CREDIBILITY. CREDIBILITY ATTRACTS BRANDS.

Be intentional with every post. Every piece of content is a chance to get discovered, remembered, and hired.

SECTION 3

DAY 2 BRAND POSITIONING

Your brand positioning is how you clearly communicate who you help, what you help them achieve, and how you help them do it **differently**.

Use this simple formula to get clear.



I HELP

Who do you help?



ACHIEVE

What do you help them achieve?



WITHOUT

What do you help them achieve without?



USING

What method, system, or approach do you use?



Example: I help **busy moms** achieve **time freedom** without **burnout** using **simple digital skills**.



KEEP IT SIMPLE. KEEP IT YOU.

The clearer your positioning, the easier it is to create content that attracts your people and sells your offer.

SECTION 4

DAY 3

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SECTION 5

DAY 4

BRAND-READY PROFILE AUDIT

Your profile is your **first impression**.
Make sure it positions you as the creator **brands want to hire**.

ELEMENT	 INSTAGRAM	 TIKTOK	 FACEBOOK	NOTES / ACTION STEPS
 BIO Clearly explains who you are, who you help, and what you create.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	
 HEADLINE Your name or headline clearly communicates your expertise and value.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	
 PROFILE PHOTO High-quality, recognizable, and on-brand photo.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	
 PORTFOLIO LINKS Links lead to your best work, media kit, or portfolio.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	
 HIGHLIGHTS Organized, branded, and showcase your best work.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	
 MEDIA KIT Professional media kit or rate card available and up to date.	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	☐ STRONG ☐ OKAY ☐ NEEDS WORK	



A BRAND-READY PROFILE GETS YOU **NOTICED**.
Polish your profile so brands instantly understand your value.
Make it easy for them to say **YES**.

SECTION 6

DAY 5

TRUST BUILDER

People don't hire perfect.
They hire **real**, **relatable**, and **trustworthy** creators.



STORY BANK
Personal stories that build connection and show your journey.

- 1
- 2
- 3
- 4
- 5



AUTHORITY STORIES
Stories that show your expertise and results.

- 1
- 2
- 3
- 4
- 5



LIFESTYLE CONTENT
Show the life you live and the value you bring.

- 1
- 2
- 3
- 4
- 5



EDUCATIONAL CONTENT
Teach, share tips, and provide valuable insights.

- 1
- 2
- 3
- 4
- 5



BEHIND-THE-SCENES
Give a look into your process and daily operations.

- 1
- 2
- 3
- 4
- 5



CREATOR WINS
Show results, milestones, and client outcomes.

- 1
- 2
- 3
- 4
- 5



PORTFOLIO PIECES
Content that showcases your best work for brands.

- 1
- 2
- 3
- 4
- 5



TRUST IS YOUR GREATEST ASSET.
Share consistently. Be real. Provide value.
That's how you become the **creator** brands can't wait to work with.

SECTION 7

DAY 6

WEEKLY CONTENT PLANNER

Plan your week with purpose.
Consistency creates **visibility**. Visibility creates **opportunities**.



WEEKLY **CONTENT** PLANNER

MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	



CONTENT **MIX** PLANNER

EDUCATIONAL	Topics / Ideas:
LIFESTYLE	Topics / Ideas:
PRODUCT	Topics / Ideas:
BEHIND-THE-SCENES	Topics / Ideas:
COMMUNITY	Topics / Ideas:
BRAND-FRIENDLY	Topics / Ideas:



PLAN IT. **POST IT**. REPEAT IT.
A plan removes the guesswork and builds momentum.
Momentum leads to **partnerships**.

SECTION 8

DAY 7

PITCH ACTION TRACKER

Track your outreach. Measure your progress.
Improve your approach. Close more deals.

METRIC	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
 BRANDS RESEARCHED Brands you found and added to your list.								
 EMAILS SENT Cold emails or partnership outreach sent.								
 DM PITCHES DMs sent to brands or managers.								
 REPLIES Responses received from brands.								
 CALLS Discovery calls or follow-up calls booked.								
 DEALS CLOSED Brand partnerships secured.								
 REVENUE Income earned from brand deals.	\$	\$	\$	\$	\$	\$	\$	\$

KEY WINS & TAKEAWAYS THIS WEEK:



ACTION TODAY. OPPORTUNITY TOMORROW. PARTNERSHIPS FOREVER.

The more you reach out, the more you grow.

Keep showing up and keep pitching!

SECTION 9

DAY 8

BRAND STORY FRAMEWORK

Great stories **connect**. Connected content **converts**.
Use this framework to create **brand-ready** content.



HOOK

Grab attention in the first 2-3 seconds.



LIFESTYLE

Show your life, problem, or moment.



PRODUCT
INTEGRATION

Seamlessly introduce the product or service.



VALUE

Share the benefits and why it matters.



CTA

Tell them what to do next.



STORY IDEA

Use this space to map out your next brand story idea.



TELL **STORIES**. BUILD **TRUST**. CREATE **OPPORTUNITIES**.

People may forget what you said,
but they'll **remember** how your story made them **feel**.

SECTION 10

DAY 9

BRAND OUTREACH FRAMEWORK

Reaching out is an **opportunity**, not a bother.
Use this framework to start **conversations** that lead to **partnerships**.



DREAM BRANDS
List brands you want to work with.

1

2

3

4

5



DECISION MAKERS
Find the right people to connect with.

1

2

3

4

5



EMAIL
Write your outreach emails that get responses.

1

2

3

4

5



INSTAGRAM
DM templates to start conversations.

1

2

3

4

5



LINKEDIN
Connection requests and outreach messages.

1

2

3

4

5



FOLLOW-UP
Follow up with confidence and consistency.

1

2

3

4

5



PARTNERSHIP NOTES
Track conversations, ideas, and next steps.



OUTREACH OPENS DOORS.
A simple message today could be the start of your next brand partnership.
Be **professional**. Be **personal**. Be **persistent**.

SECTION 11

DAY 10

PITCH FRAMEWORK

A clear pitch gets you in the door.
Use this framework to create pitches that **convert**.



1. INTRODUCTION
Introduce yourself
and who you are
as a creator.



2. WHY THIS BRAND
Show that you know
their brand, values,
and audience.



3. WHY ME
Share what makes
you the right creator
to represent them.



4. CONTENT IDEAS
Suggest 2-3 content
ideas that align with
their goals.



5. CALL TO ACTION
Close with a strong CTA
that invites a response
or next step.



OBJECTION HANDLING



*“We already
have creators.”*

Best response:



*“Our budget
is full.”*

Best response:



*“We’ll keep you
on file.”*

Best response:



*“We’re not
interested.”*

Best response:



REMEMBER: YOU’RE SOLVING A PROBLEM FOR THEM.
Make it **easy** to say yes. Make it **hard** to say no.

SECTION 12

DAY 11

OPPORTUNITY BUILDER

Opportunities are everywhere.
Use this page to **build your list** and **take action**.



1. DREAM BRANDS

List the brands you would love to work with one day.

- 1
- 2
- 3
- 4
- 5



2. LOCAL BUSINESSES

Identify local brands that could benefit from content.

- 1
- 2
- 3
- 4
- 5



3. AGENCIES

List agencies that represent brands in your niche.

- 1
- 2
- 3
- 4
- 5



4. CREATOR NETWORKS

Platforms and groups where creators collaborate.

- 1
- 2
- 3
- 4
- 5



5. REFERRAL PARTNERS

People you can partner with for introductions.

- 1
- 2
- 3
- 4
- 5



6. WEEKLY OUTREACH PLAN

MON	TUE	WED	THU	FRI	SAT	SUN
# Outreach	# Outreach	# Outreach	# Outreach	# Outreach	# Outreach	# Outreach
Focus	Focus	Focus	Focus	Focus	Focus	Focus
☐ Done	☐ Done	☐ Done	☐ Done	☐ Done	☐ Done	☐ Done



OPPORTUNITIES DON'T FIND YOU. YOU FIND THEM.

Be visible. Be valuable. Be consistent.
Your next opportunity could be one outreach away.

SECTION 13

DAY 12

BRAND CRM

Track your brand relationships. Stay organized.
Follow up **consistently**. Close more **partnerships**.

 BRAND	 CONTACT PERSON	 PLATFORM (IG / EMAIL / LI / OTHER)	 LAST CONTACT	 NEXT FOLLOW-UP	 STATUS (LEAD / CONTACTED / IN TALKS / PARTNERED)	 REVENUE (ACTUAL OR POTENTIAL)



CRM NOTES & NEXT ACTIONS

Plan your outreach. Set reminders. Build relationships.

SECTION 14

DAY 13 —
YOUR 90-DAY PLAN

NOTES



Businesses don't grow by accident.
They grow through intentional planning.



The next ninety days should never feel random.



Create a clear roadmap before you begin.



REMEMBER:
Hope isn't a strategy.
Planning is.



1. 90-DAY CONTENT CALENDAR

- Plan your major themes.
- Identify the problems you'll solve.
- Decide what your audience needs to hear.



2. WEEKLY CEO PLANNER

Don't just schedule content.
Schedule revenue-producing activities.

Block time for:

- Content
- Conversations
- Follow-up
- Learning
- CEO time



3. REVENUE PLANNER

Know your numbers.

- How many sales do you need?
- How many conversations create one sale?
- How much content supports those conversations?

Reverse engineer your goals.



4. LAUNCH PLANNER

Every launch becomes easier with preparation.

- Plan your content.
- Plan your emails.
- Plan your follow-up.
- Plan your customer journey.

Preparation creates confidence.

Confidence creates execution.

SECTION 15

DAY 14

YOUR CREATOR BLUEPRINT

You’ve put in the work.
Now it’s time to bring it all together.
Complete your blueprint and **step into your next level.**

	✓ 1. CREATOR NICHE Who you serve and what you do.	
	✓ 2. POSITIONING How you’re different and why it matters.	
	✓ 3. CONTENT PILLARS The core topics you create around.	
	✓ 4. BRAND LIST Dream brands you will pitch.	
	✓ 5. WEEKLY CONTENT SYSTEM How you plan, create, and post consistently.	
	✓ 6. PITCH SYSTEM Your outreach and pitch process.	
	✓ 7. FOLLOW-UP SYSTEM How you nurture and close opportunities.	
	✓ 8. REVENUE PLAN Your income goals and strategy.	
	✓ 9. CEO DASHBOARD Track your metrics. Lead your business.	
	✓ 10. 90-DAY PARTNERSHIP PLAN Your roadmap to secure brand partnerships.	



YOU DID THE WORK. NOW GO GET PAID.

You have the blueprint.
Now it’s time to build the life and business you deserve.
Show up. Take action. Change lives.
Your future starts now.

NOTES

FINAL PAGE

My COMMITMENT



I commit to **showing up consistently** as a creator brands can trust.



I understand that **opportunities are created** through action, consistency, and professionalism— **not luck**.



I will continue to **build my personal brand, create intentional content, pitch with confidence**, and **follow the systems** inside this playbook over the next 90 days.



I choose to become the creator brands **remember, recommend**, and **repeatedly hire**.



I COMMIT.

X

SIGNATURE

TODAY'S DATE.

X

DATE



YOU HAVE THE PLAN. NOW EXECUTE.

Consistency builds trust.
Systems create freedom.
Execution creates income.

Your future is waiting—go build it.

JO♡

KEEP BUILDING.
KEEP WINNING.

COPY + PASTE

PITCH

PLAYBOOK

GOOGLE DOC