creative hive



EASY YES

INFLUENCER SCRIPTS

EMAIL PITCH AND FOLLOW-UP SAMPLES

I'm including 13 email pitches I've personally used to get my own shop and clients' shops in the press and in social media influencers' hands! All pitches featured here were successful ones.

These pitches have directly made me six figure sales. They are a result of years of testing, trial and error to figure the exact copy for best conversions.

Not all pitches required follow-up emails.

Names and sensitive information have been blurred out to protect our clients' and media contacts' privacy.

Pitches start on the next page.

(P.S. Some nitty gritty legal stuff: The emails in this PDF are intended to be guides for your own pitching purposes, but they may not be reproduced or distributed in part or in whole, either for commercial purposes or as a freebie on a website or blog. This PDF or any of its contents may not be included in digital or printed or printed works without the written permission from Mei.)

#1

Pitch + follow up to Better Homes and Gardens for an artist client

This pitch is simple, straight forward and required me to send a follow up email (on the next page) before the editor replied with interest! Everyone wants to be in BH&G – so naturally, our client is thrilled!

From: Mei Pak mei@creativehiveco.com
Subject: Better Homes and Gardens + Kathryn Silv

Hi Mallory,

I hope this message finds you well!

I'm reaching out on behalf of my friend, Kath, an artist who paints fun, colorful, and happy art inspired by vacation and bohemian vibes.

We wanted to offer to send you a print on the house! If you love it, then we would so appreciate a mention in your magazine.

Which piece from the shop catches your eye?





- Mei Pak
Creative Hive Co.
Tiny Hands Jewelry

From: Mei Pak mei@creativehiveco.com
Subject: Re: Better Homes and Gardens + Kathry

Hi Mallory,

I wanted to email real quick to see if you're interested in receiving a free print from Kathryn S shop?

We can send something over ASAP, just let us know!

- Mei Pak
Creative Hive Co.
Tiny Hands Jewelry

#2:

Pitch to Seventeen Magazine and Us Weekly for an artist client

Another simple pitch that we sent that didn't even need a follow up before the editor reached back out asking for a print sample! Reaching out to national print magazines can be THIS easy! 🙂

We used this same pitch template to get our client into Us Weekly. Just don't forget to switch out the product photos to reflect designs that you've picked out just for that editor based on interest research you've done on them!

From: Mei Pak mei@creativehiveco.com
Subject: Seventeen + Kathryn Silv

Hi Yerin,

I hope this message finds you well!

I'm reaching out on behalf of my friend, Kathryn Si an artist who paints fun, colorful, and happy art inspired by vacation and bohemian vibes.

We wanted to offer to send you a print on the house! If you love it, then we would so appreciate a mention in your magazine.

Which piece from the shop catches your eye?





- Mei Pak
Creative Hive Co.
Tiny Hands Jewelry

#3

Pitch to PopSugar for jewelry client

Here's a pitch we sent on behalf of a high end jewelry client that got the interest of PopSugar's editor. They reach 19 million(!!) people in their viewership!

From: Mei Pak mei@creativehiveco.com
Subject: POPSUGAR +

Hi Sarah,

I hope this message finds you well!

I'm reaching out on behalf of my friend, Jacqueline , the designer behind , a line of limited edition contemporary jewelry surrounding the culture of slow fashion. Jacqueline's work is inspired by nature and she uses lots of glittering gemstones for a fine aesthetic. It's really quite magical.

We wanted to offer sending you a piece so you can see it in person or to dress up your next photo opp and if you love the jewelry, we would so appreciate a mention on your website.

Which piece from the shop catches your eye?





- Mei Pak
Creative Hive Co.
Tiny Hands Jewelry

#4

Pitch to W magazine for jewelry client

Pitch and follow up email sent to W magazine editor for our client. They have a half a million readership!

W + [redacted] Inbox ×

Mei Pak <mei@creativehiveco.com>
to Meredith

Hi Meredith,

Happy New Year!

My name is Mei and I'm reaching out on behalf of my friend, Jacqueline [redacted], the designer behind [redacted], a line of limited edition contemporary jewelry surrounding the culture of slow fashion. Jacqueline's work is inspired by nature and she uses lots of glittering gemstones for a fine aesthetic. It's really quite magical.

We wanted to offer sending you a piece for potential inclusion in upcoming gift guides.

Which piece from the shop catches your eye?





Mei Pak <mei@creativehiveco.com>
to Meredith

Hi Meredith,

I wanted to email real quick to see if you're interested in receiving a piece of [redacted] jewelry?

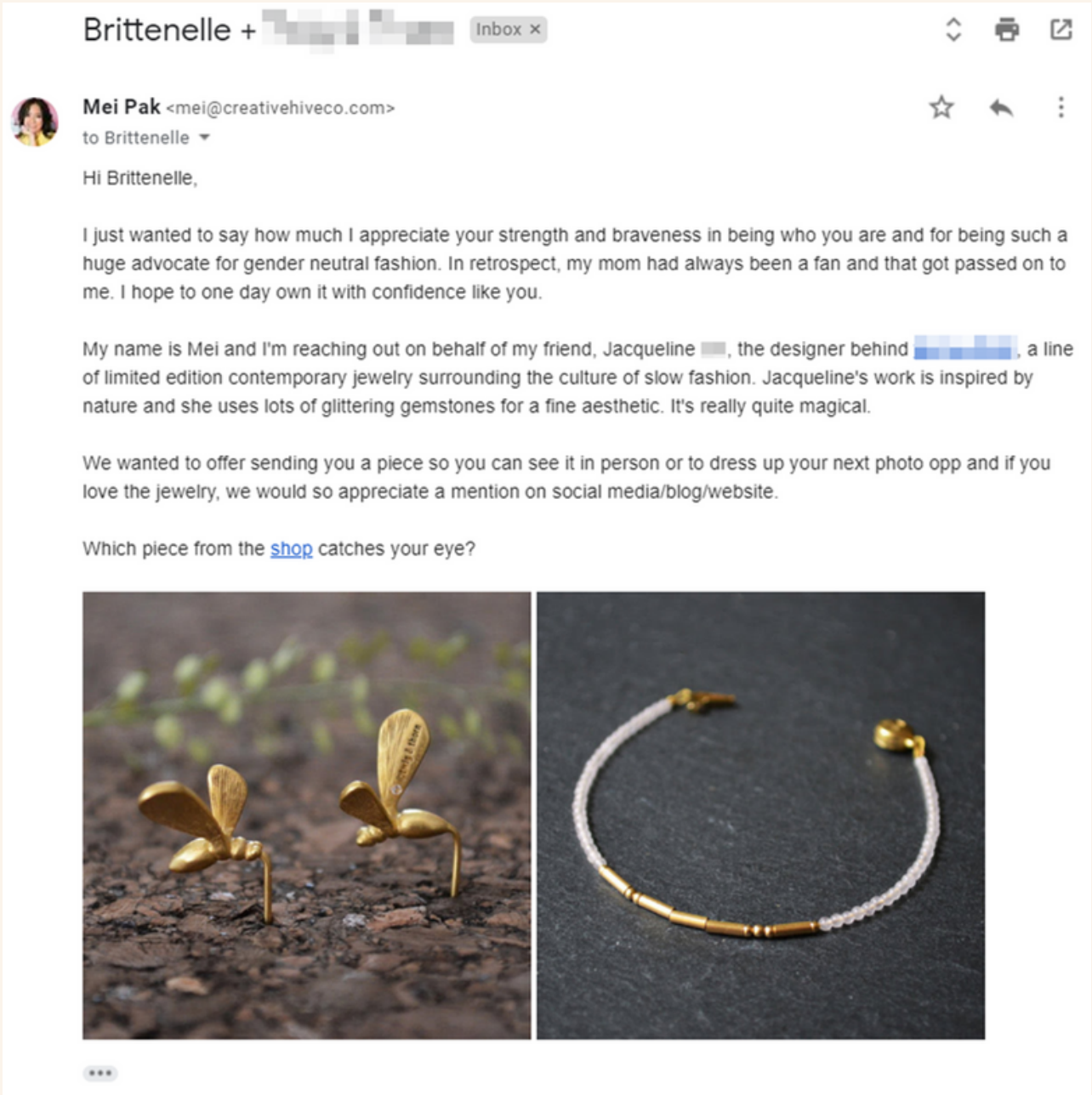
We can send them over ASAP, just let us know!

- Mei + Jacqueline

#5

Pitch to Brittenelle for jewelry client

Brittenelle is an Instagram influencer with over 300k followers! Influencers normally charge hundreds to thousands of dollars for a product placement or feature but we were able to get our client's products in this influencer's hands for free.



Brittenelle + [redacted] Inbox ×

Mei Pak <mei@creativehiveco.com>
to Brittenelle

Hi Brittenelle,

I just wanted to say how much I appreciate your strength and braveness in being who you are and for being such a huge advocate for gender neutral fashion. In retrospect, my mom had always been a fan and that got passed on to me. I hope to one day own it with confidence like you.

My name is Mei and I'm reaching out on behalf of my friend, Jacqueline [redacted], the designer behind [redacted], a line of limited edition contemporary jewelry surrounding the culture of slow fashion. Jacqueline's work is inspired by nature and she uses lots of glittering gemstones for a fine aesthetic. It's really quite magical.

We wanted to offer sending you a piece so you can see it in person or to dress up your next photo opp and if you love the jewelry, we would so appreciate a mention on social media/blog/website.

Which piece from the shop catches your eye?

(Continued on the next page)



Mei Pak <mei@creativehiveco.com>
to Brittenelle

Hi Brittenelle,

I wanted to email real quick to see if you're interested in receiving a piece of [redacted] jewelry for your next photo opp?

We can send them over ASAP, just let us know!

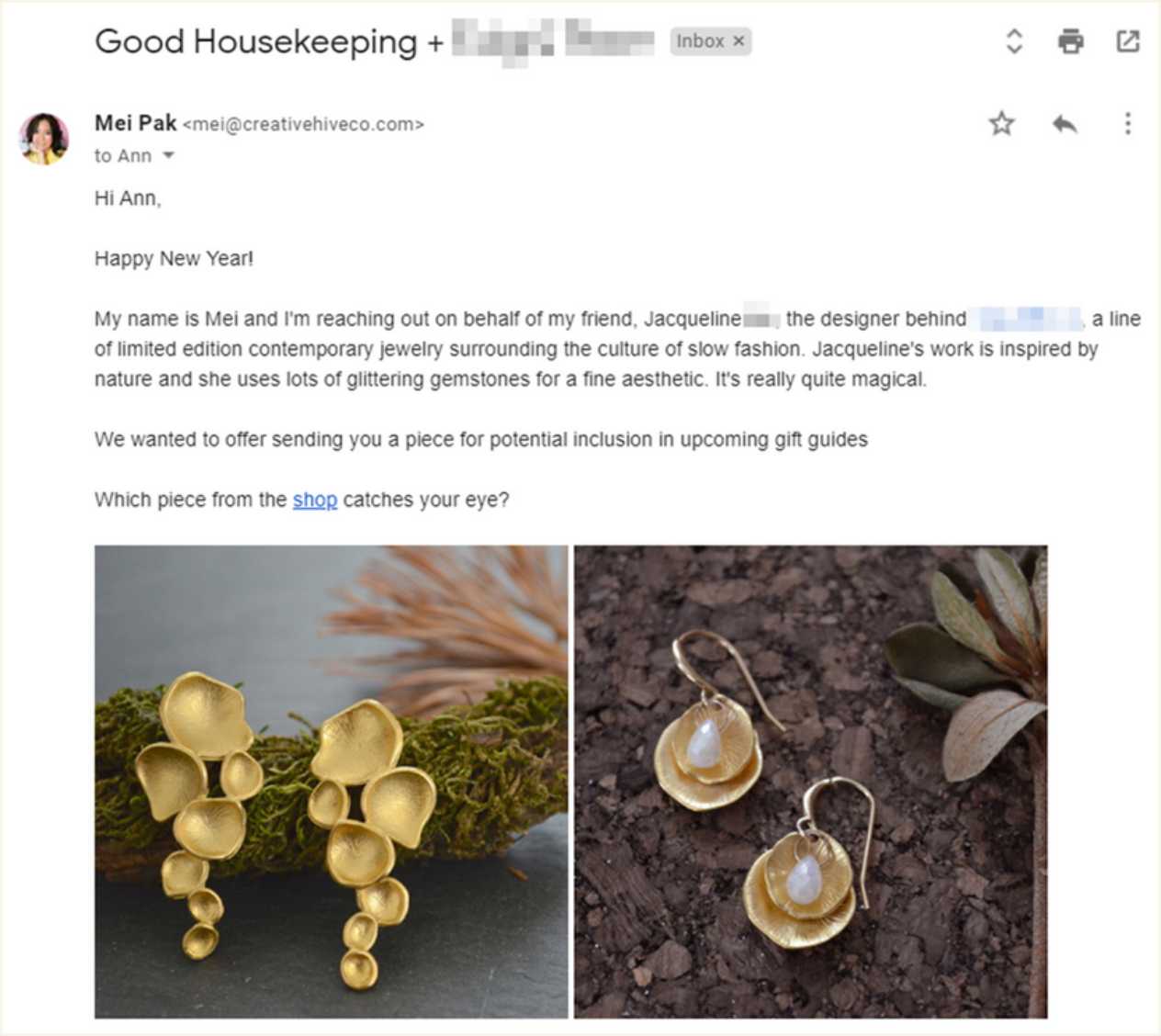
- Mei + Jacqueline

#6

Pitch to Good Housekeeping and Zoe Report for jewelry client

Pitch email sent to Good Housekeeping magazine editor for our client. They have a 4.2 million readership! The editor responded in less than 24 hours with interest in seeing the products in person!

We sent the exact same pitch (but changed product photos) to Zoe Report – 1.2 million readership and got a response from the editor asking for samples three days later!



Good Housekeeping + [redacted] Inbox ×

Mei Pak <mei@creativehiveco.com>
to Ann

Hi Ann,

Happy New Year!

My name is Mei and I'm reaching out on behalf of my friend, Jacqueline [redacted], the designer behind [redacted], a line of limited edition contemporary jewelry surrounding the culture of slow fashion. Jacqueline's work is inspired by nature and she uses lots of glittering gemstones for a fine aesthetic. It's really quite magical.

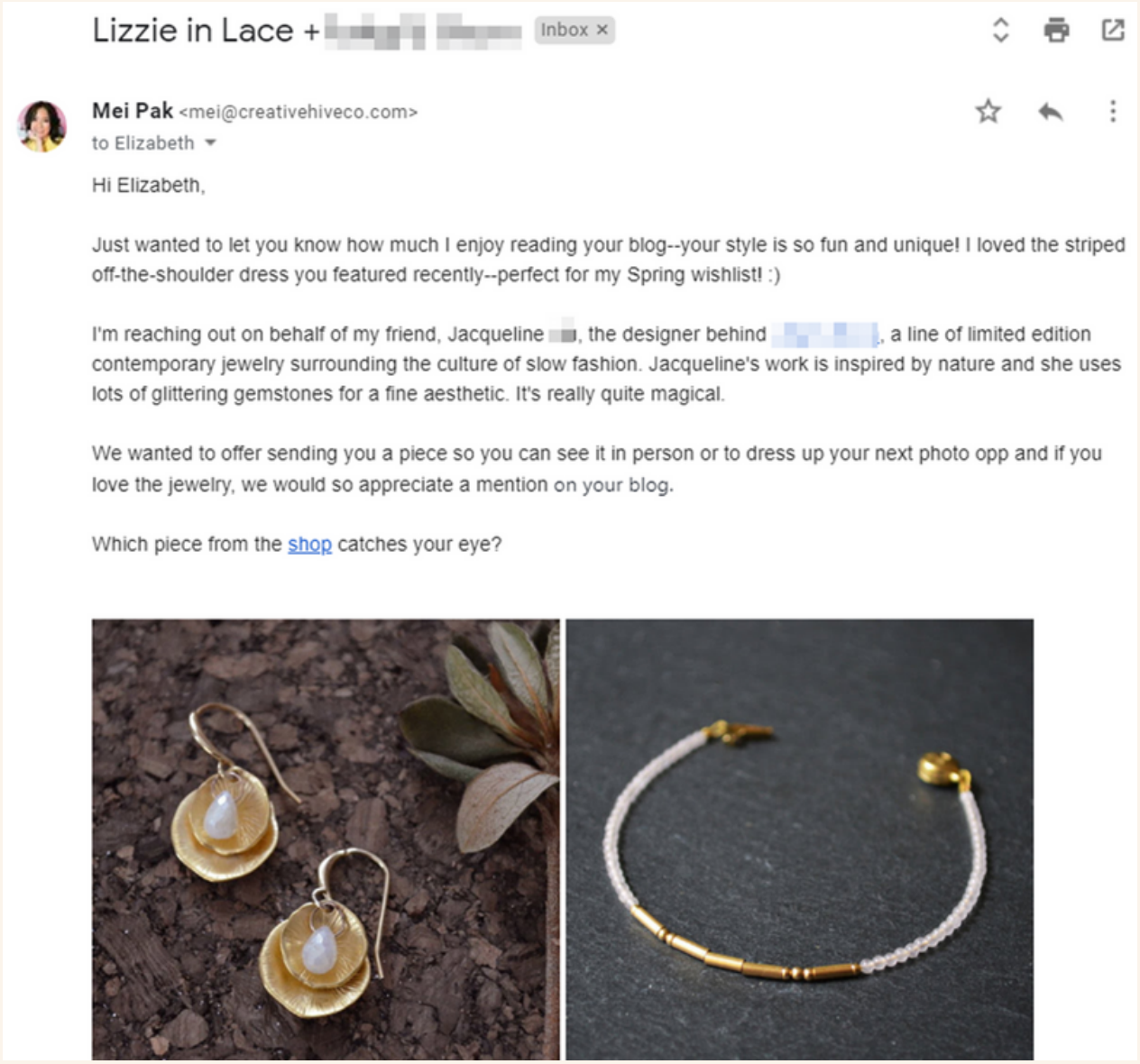
We wanted to offer sending you a piece for potential inclusion in upcoming gift guides

Which piece from the shop catches your eye?

#7

Pitch to Lizzie in Lace for jewelry client

Pitch and follow up email sent to a blogger with 250k readership. This blogger normally only does product features for a fee, but we were able to negotiate! Pay attention to the email exchanges. Many times we are given the usual “what’s your budget” speil but never ever take that as a “no”. Always negotiate! The blogger truly loved the products and we got to send her a few pieces for her blog!



Lizzie in Lace + [redacted] Inbox ×

Mei Pak <mei@creativehiveco.com>
to Elizabeth

Hi Elizabeth,

Just wanted to let you know how much I enjoy reading your blog--your style is so fun and unique! I loved the striped off-the-shoulder dress you featured recently--perfect for my Spring wishlist! :)

I'm reaching out on behalf of my friend, Jacqueline [redacted], the designer behind [redacted], a line of limited edition contemporary jewelry surrounding the culture of slow fashion. Jacqueline's work is inspired by nature and she uses lots of glittering gemstones for a fine aesthetic. It's really quite magical.

We wanted to offer sending you a piece so you can see it in person or to dress up your next photo opp and if you love the jewelry, we would so appreciate a mention on your blog.

Which piece from the shop catches your eye?

Mei Pak <mei@creativehiveco.com>
to Elizabeth

Hi Elizabeth,

I wanted to email real quick to see if you're interested in receiving a piece of [redacted] jewelry for your next photo opp?

We can send them over ASAP, just let us know!

- Mei + Jacqueline

Elizabeth [redacted]
to me

Hi Mei,

I hope you had a great holed weekend :-) Thank you so much for sending the follow up email! For some reason, the initial one went into a different folder so I didn't see it. My apologies! Thank you so much for your kind words. That dress is definitely perfect for summer! I just looked through her jewelry and it's absolutely stunning! So many gorgeous pieces! I'd love to know more details about the proposed collaboration including what platform(s) you'd like the content promoted on, marketing goals and whether there is a budget available. Looking forward to chatting with you! Have a great night!

Elizabeth

Elizabeth [redacted]

Hi Elizabeth!

I'm so happy to hear you love Jacqueline's jewelry! I just chatted with her and she can send you either her [redacted] necklace or her [redacted] necklace. I'm not sure if you had other pieces you had your eyes on!

In terms of budget, Jacqueline is a super small micro business and is bootstrapping her way up. What she can afford is to send you free jewelry but the cost of making them doesn't leave her with much else :(Having said that, I understand if you only work on paid features, but if you love her work enough and feel you'd like to support her, then the ball's in your park! Her goals are traffic and ultimately sales. In terms of platform, the blog would probably be most beneficial for her, but of course I realize that's a big ask!

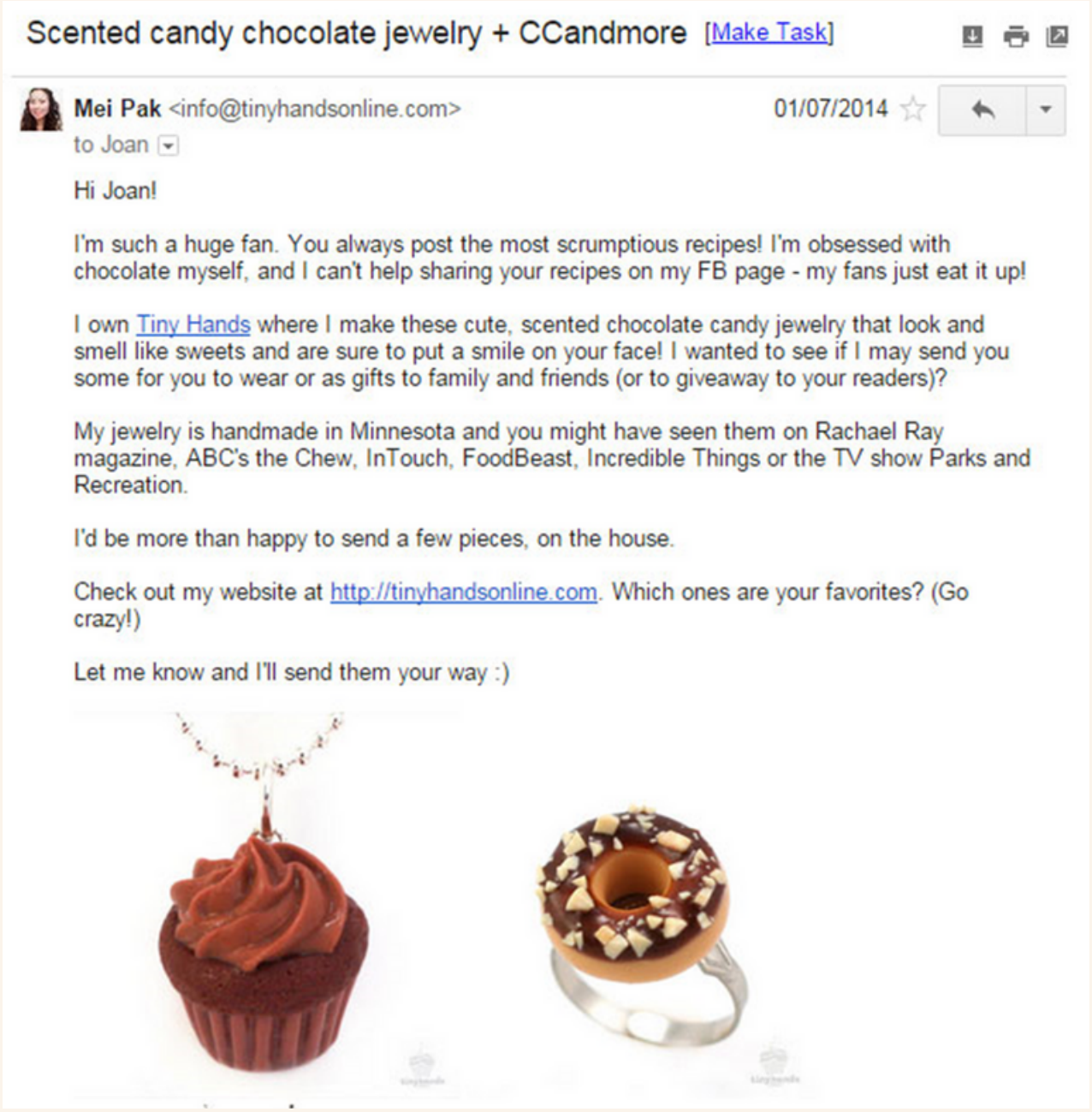
Let me know your thoughts. Thank you so much!

•••

#8

Pitch to Chocolate, Chocolate, Chocolate and More

This pitch was to a blogger/influencer that has over 1 million Facebook fans! Her fans are highly engaged and her posts often have thousands of likes and shares. The blogger responded one day after my pitch was sent!



Scented candy chocolate jewelry + CCandmore [Make Task]

Mei Pak <info@tinyhandsonline.com> 01/07/2014

to Joan

Hi Joan!

I'm such a huge fan. You always post the most scrumptious recipes! I'm obsessed with chocolate myself, and I can't help sharing your recipes on my FB page - my fans just eat it up!

I own Tiny Hands where I make these cute, scented chocolate candy jewelry that look and smell like sweets and are sure to put a smile on your face! I wanted to see if I may send you some for you to wear or as gifts to family and friends (or to giveaway to your readers)?

My jewelry is handmade in Minnesota and you might have seen them on Rachael Ray magazine, ABC's the Chew, InTouch, FoodBeast, Incredible Things or the TV show Parks and Recreation.

I'd be more than happy to send a few pieces, on the house.

Check out my website at http://tinyhandsonline.com. Which ones are your favorites? (Go crazy!)

Let me know and I'll send them your way :)

#9

Pitch + follow up to I Has Cupquake

This pitch was to a YouTube influencer that has 2.5 million YouTube subscribers! Each of her videos gets tens and hundreds of thousands of views. I didn't get a response so I sent a follow up 14 days later (see next page). They eventually responded 8 days after my follow up email.

Scented candy and cupcake jewelry + cupquake! [Make Task]

Mei Pak <info@tinyhandsonline.com> 21/08/2014

to Business

Hi Tiffany!

I'm such a huge fan of your videos! I've been a Sims junkie since it came out like a decade ago and got sucked into Minecraft a while back too. Are you excited for Sims 4?

Btw, I'm Mei and I own Tiny Hands where I make these cute, scented candy jewelry that look and smell like sweets and are sure to put a smile on your face! I wanted to see if I may send you some for you to wear or as gifts to family and friends?

My jewelry is handmade in Minnesota and you might have seen them on Rachael Ray magazine, InTouch, HelloGiggles, Incredible Things or the TV show Parks and Recreation.

I'd be more than happy to send a few pieces, on the house.

Check out my website at http://tinyhandsonline.com. Which ones are your favorites? (Go crazy!)

Let me know and I'll send them your way :)



Mei Pak <info@tinyhandsonline.com> 03/09/2014

to Business

Hey Tiffany!

I wanted to check in to see if it would be okay if I sent you some scented food jewelry? And if you like the jewelry, I'd be more than happy to extend a 20% coupon for your readers only. Or we could do a giveaway!

If you spot any pieces you like that you could use as Christmas gifts (I can't believe it's getting to be that time of year already!) for your friends and family, let me know. I'll send them your way.

Again my website is http://tinyhandsonline.com.

- Mei

P.S. if there's a candy or dessert that you like but don't see on my site, I can also make you something.

P.P.S. Sims 4 is out. SO STOKED!

...

Cupquake Business 11/09/2014

to me

Hi Mei,

Thank you for your email and my apologies for not getting back to you sooner. I showed Tiffany your website and we both really liked the website and all the products. Superrrrrr cute!!! XD

Please send jewelry to: Ihascupquake [redacted]
We really like the following:
-Scented Three scoops ice cream necklace
-2 Scented Churro heart necklace
-Scented Vanilla Ice cream necklace
-Scented Cookie earrings
-Scented pumpkin pie necklace
-I saw on your IG the mickey mouse waffle one, if you have it available - if not, totally ok. :)

We are starting to post more blogs and this looks like something we could definitely feature. We will wait for the items to discuss more since Tiffany always wants to make sure she loves any product she endorses.

Once we receive the products, I will keep in touch and see how we could collaborate. We like the idea with the 20% off for subscribers already as it would be a call to action!

Talk to you soon!

Best Wishes,
Christina on behalf of Tiffany

ihas cupquake

#10

Pitch + follow up to Hello Giggles

This pitch was to a contributor at Hello Giggles, a website co-founded by Hollywood celebrity Zooey Deschanel. The website reaches over 1 million people! When I didn't get a response, I followed up 13 days later (see next page) and got a reply the same day.

Scented Food Jewelry for Best Friends' Gift Ideas!

Mei Pak <info@tinyhandsonline.com> 02/08/2012

to mikaelafos

Hi Mikaela!

If you're looking for fresh, make-you-smile gift ideas to share with your readers for a 2012 Best Friends' Holiday Gift Guide at Hello Giggles, please consider Tiny Hands!

Tiny Hands is a line of adorable accessories that look (and SMELL!) just like real sweet foods. I carry an assortment of scented food jewelry that always makes a girl smile, even on those bad days.

Recently the maple syrup scented waffle necklace below was featured on the TV show *Parks and Recreation*!



Tiny Hands jewelry typically retails for $18-28, comes giftboxed for easy gift-giving and is available on our website at http://tinyhandsonline.com/

Since Tiny Hands Jewelry looks (and smells) even better in person, I would love to send you a sample piece. If that's okay, which item strikes your fancy?

Thanks for looking at my line; I really appreciate it, and I look forward to hearing from you!

P.S. Thanks for being such an awesome, inspiring role model for girls!

Re: Hi Mikaela - Scented Food Jewelry



Mei Pak <info@tinyhandsonline.com> 15/08/2012

to mikaelafos

Hiya Mikaela,

How are you? I wanted to follow up on a previous email I sent you and see if you'd like to receive a sample of our scented food jewelry from www.tinyhandsonline.com?
If so, please let me know and I'll get one out to you right away.

Your readers will love our candy inspired jewelry - they always make people smile! Plus, they add an extra cute and quirky factor to any outfit.

I saw that you love food erasers, and believe our scented food jewelry will be right up your alley!
Please let me know if you'd like samples of any of our products.

I look forward to working with you!

Mei Pak : Entrepreneur, Designer
Website : tinyhandsonline.com
Facebook : facebook.com/tinyhandsjewelry
Pinterest : pinterest.com/tinyhands
Twitter : @tinyhands

#11

Pitch to In Touch Magazine

This pitch was to an editor at In Touch, a nationally distributed print magazine. I received a response the same day.

Hi Danielle,

Are you looking for cute accessories to feature in an upcoming issue of In Touch Weekly? If so, we'd love to introduce you to Tiny Hands Jewelry's handmade and food-scented jewelry and fashion accessories.

Your teen readers will love these yummy-smelling cupcake necklaces, chocolate chip earrings and ice cream charms. You can view the entire collection at http://tinyhandsonline.com/.

Besides making any girl smile, these cute fashion accessories:

- can bring you back to good memories simply through the realistic scents
- come gift-boxed, so giving presents and gifts is a cinch
- are handmade from non-toxic polymer clay in Minnesota, USA



Ranging in price from $23-28, the scents that smell just like what the charm looks like (i.e., cotton candy necklace smells like cotton candy, strawberry cupcake smells like strawberry icing, etc.)

Would you like to try a few so you can smell the amazing scents? If so, please take a look at www.tinyhandsonline.com and let me know which one you'd like and we'll send it to you right away.

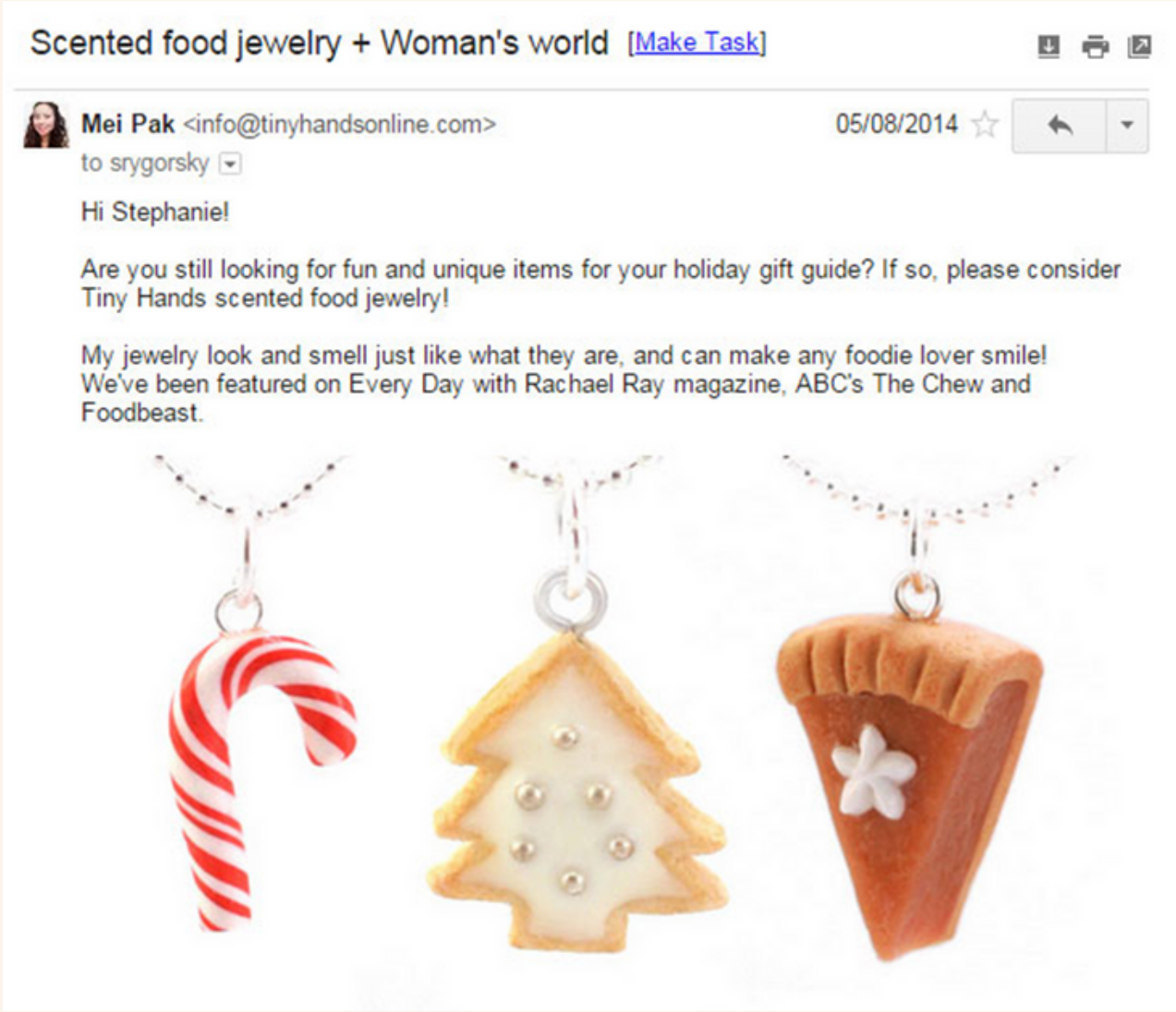
Thanks so much for considering Tiny Hands products for an upcoming feature in your magazine and I look forward to working together.

All the best,
Mei Pak
Founder, Tiny Hands Jewelry

#12

Pitch to Woman's World Magazine

This pitch was to an editor at Woman's World. I followed up 8 days later (see next page) and got a response the same day. I continue to get press from Woman's World two more times after this!



Scented food jewelry + Woman's world [Make Task]

Mei Pak <info@tinyhandsonline.com> 05/08/2014

to srygorsky

Hi Stephanie!

Are you still looking for fun and unique items for your holiday gift guide? If so, please consider Tiny Hands scented food jewelry!

My jewelry look and smell just like what they are, and can make any foodie lover smile! We've been featured on Every Day with Rachael Ray magazine, ABC's The Chew and Foodbeast.

(Continued on the next page)

I have some holiday-specific foodie jewelry (on sterling silver chains) that I think your readers will love:

- Scented candy cane necklace - $23
- Scented christmas tree cookie necklace - $23
- Scented pumpkin pie necklace - $23
- charms can be purchased without the chain for $3 less and there is also an unscented option for 15% off the full retail price!

All jewelry come gift-boxed for easy gift giving! My website is http://tinyhandsonline.com for all other designs.

Please let me know if you need samples and/or hi-res images. I can be reached at



Mei Pak <info@tinyhandsonline.com> 13/08/2014

to srygorsky

Hi Stephanie-

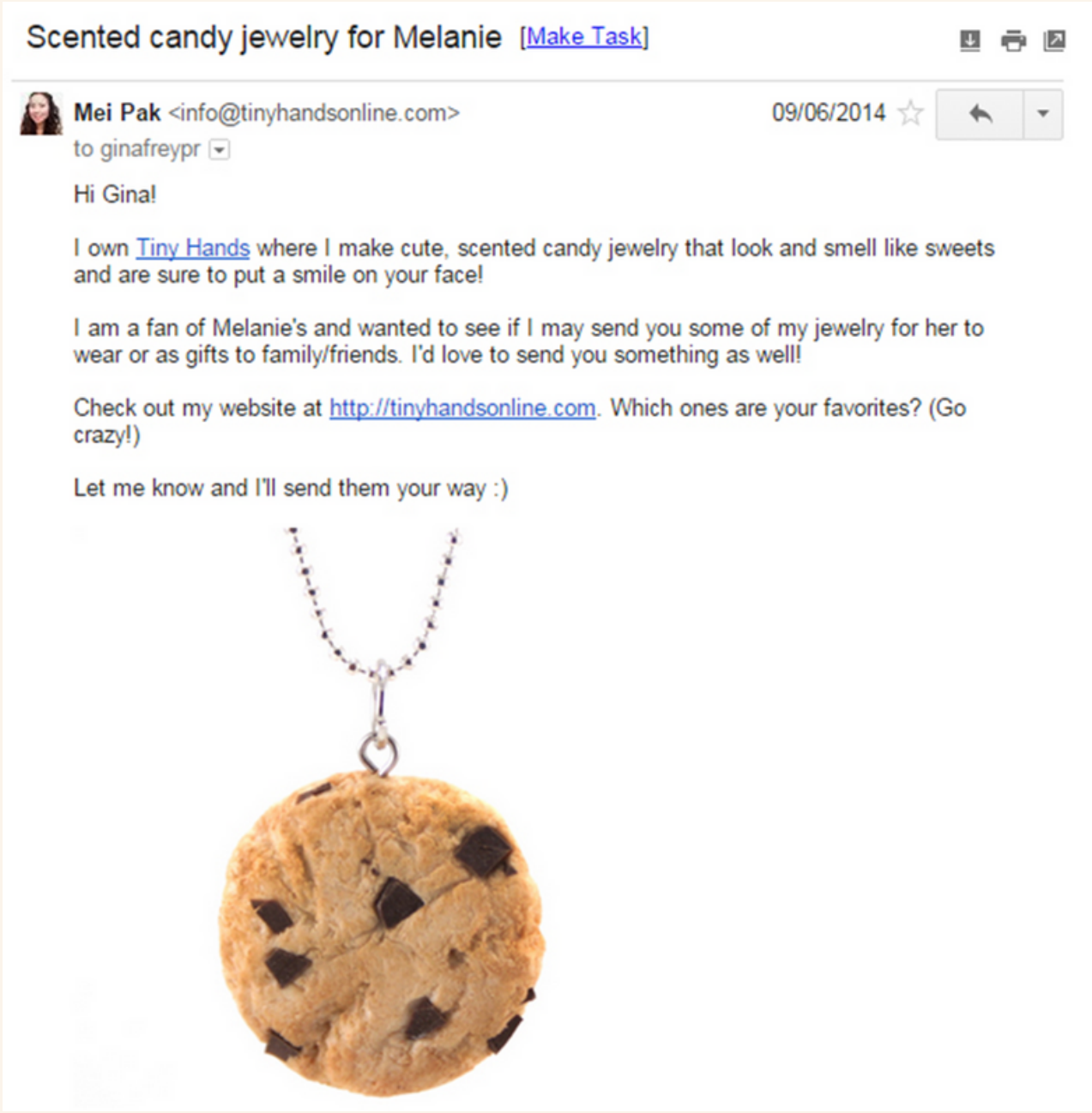
Tiny Hands scented food jewelry can make a girl smile from ear to ear - they make perfect gifts for any lady that loves food and for kids and teens as well!

I know your deadline is fast approaching, I wanted to check in to see if you would like to receive samples and/or hi-res images of my scented food jewelry?

#13

Pitch to Celebrity Melanie Martinez from “The Voice”

This pitch was to a The Voice contestant, Melanie Martinez. Melanie’s publicist was the only point of contact and she responded to me 6 days later. This feature led to thousands of new Instagram followers overnight.



Scented candy jewelry for Melanie [Make Task]

Mei Pak <info@tinyhandsonline.com> 09/06/2014

to ginafreypr

Hi Gina!

I own Tiny Hands where I make cute, scented candy jewelry that look and smell like sweets and are sure to put a smile on your face!

I am a fan of Melanie’s and wanted to see if I may send you some of my jewelry for her to wear or as gifts to family/friends. I’d love to send you something as well!

Check out my website at http://tinyhandsonline.com. Which ones are your favorites? (Go crazy!)

Let me know and I’ll send them your way :)

EMAILS FOR SELLING COURSES

I personally used these pitches to teach on Creative Live and write guest posts on high traffic blogs.

These pitches are slightly different than the media outreach ones because they require some content headline suggestions and often need to be much more tailored to the recipient.

The concept is the same as media outreach pitches. You are getting yourself and your expertise in front of an existing larger audience that you didn't have to build yourself. This helps build up your credibility as the "expert" very quickly.

When I started Creative Hive because my two businesses were so different, it was like starting a new business from scratch even though I was already running a successful jewelry business. These emails were how I built and grew Creative Hive in the first 1-2 years.

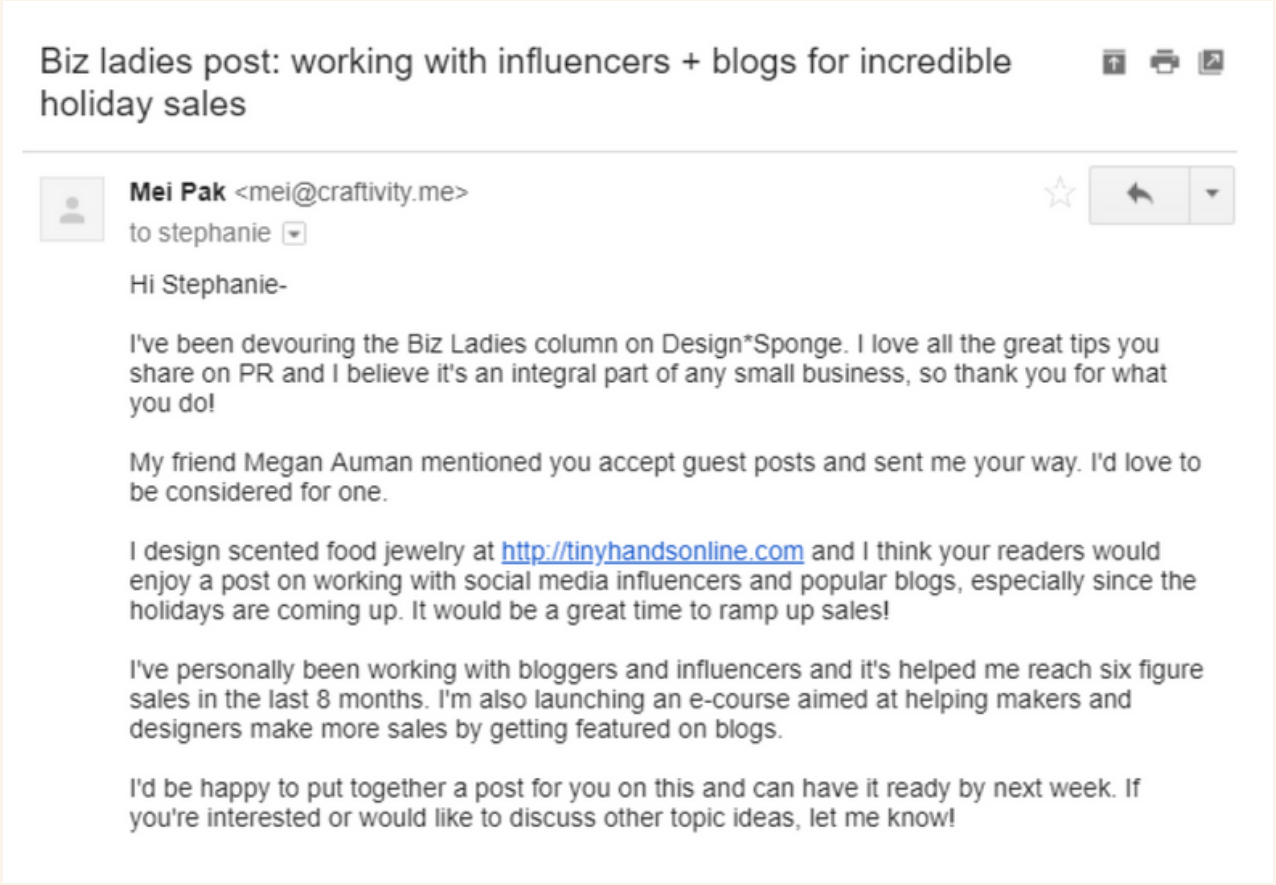
This is for you if part or all of your business model includes selling your expertise or knowledge or teach a trade/skill or you sell a service. Even if you sell craft supplies, you are ultimately in the business of education and this will be most helpful for you! You will want to pitch yourself to blogs, sites, magazines, podcasts and more where your target audience hangs out!

Once you've built a name for yourself, people will start reaching out to YOU to be on their podcast, magazine, blog, etc. Good luck!

#1

Design*Sponge Guest Post

Research is super important when pitching guest post ideas. Learn what columns that website/blog covers. Pitch yourself to only the relevant columns/categories. In this case, I pitched to the only Design*Sponge column for business advice.



Biz ladies post: working with influencers + blogs for incredible holiday sales

Mei Pak <mei@craftivity.me>
to stephanie

Hi Stephanie-

I've been devouring the Biz Ladies column on Design*Sponge. I love all the great tips you share on PR and I believe it's an integral part of any small business, so thank you for what you do!

My friend Megan Auman mentioned you accept guest posts and sent me your way. I'd love to be considered for one.

I design scented food jewelry at http://tinyhandsonline.com and I think your readers would enjoy a post on working with social media influencers and popular blogs, especially since the holidays are coming up. It would be a great time to ramp up sales!

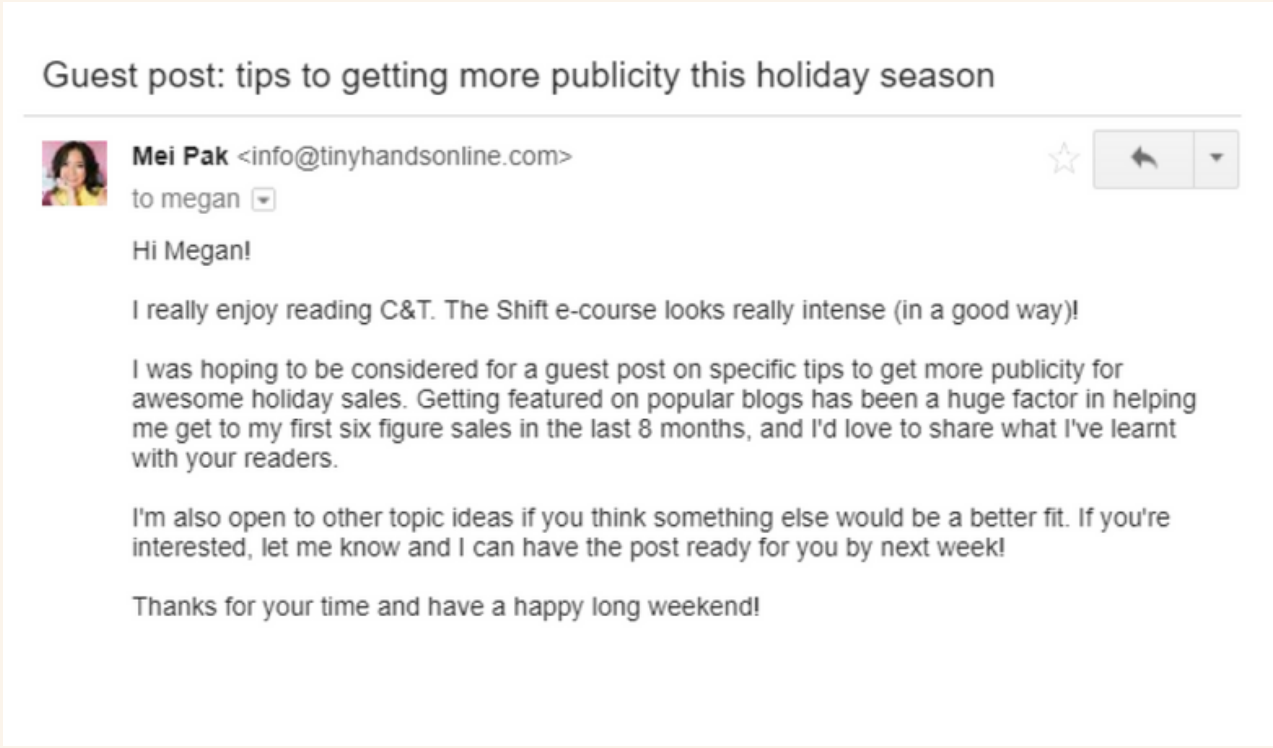
I've personally been working with bloggers and influencers and it's helped me reach six figure sales in the last 8 months. I'm also launching an e-course aimed at helping makers and designers make more sales by getting featured on blogs.

I'd be happy to put together a post for you on this and can have it ready by next week. If you're interested or would like to discuss other topic ideas, let me know!

#2:

Create & Thrive Guest Post

If it's a smaller sized site you're reaching out to, a short and sweet email is often good enough!



Guest post: tips to getting more publicity this holiday season

Mei Pak <info@tinyhandsonline.com>
to megan

Hi Megan!

I really enjoy reading C&T. The Shift e-course looks really intense (in a good way)!

I was hoping to be considered for a guest post on specific tips to get more publicity for awesome holiday sales. Getting featured on popular blogs has been a huge factor in helping me get to my first six figure sales in the last 8 months, and I'd love to share what I've learnt with your readers.

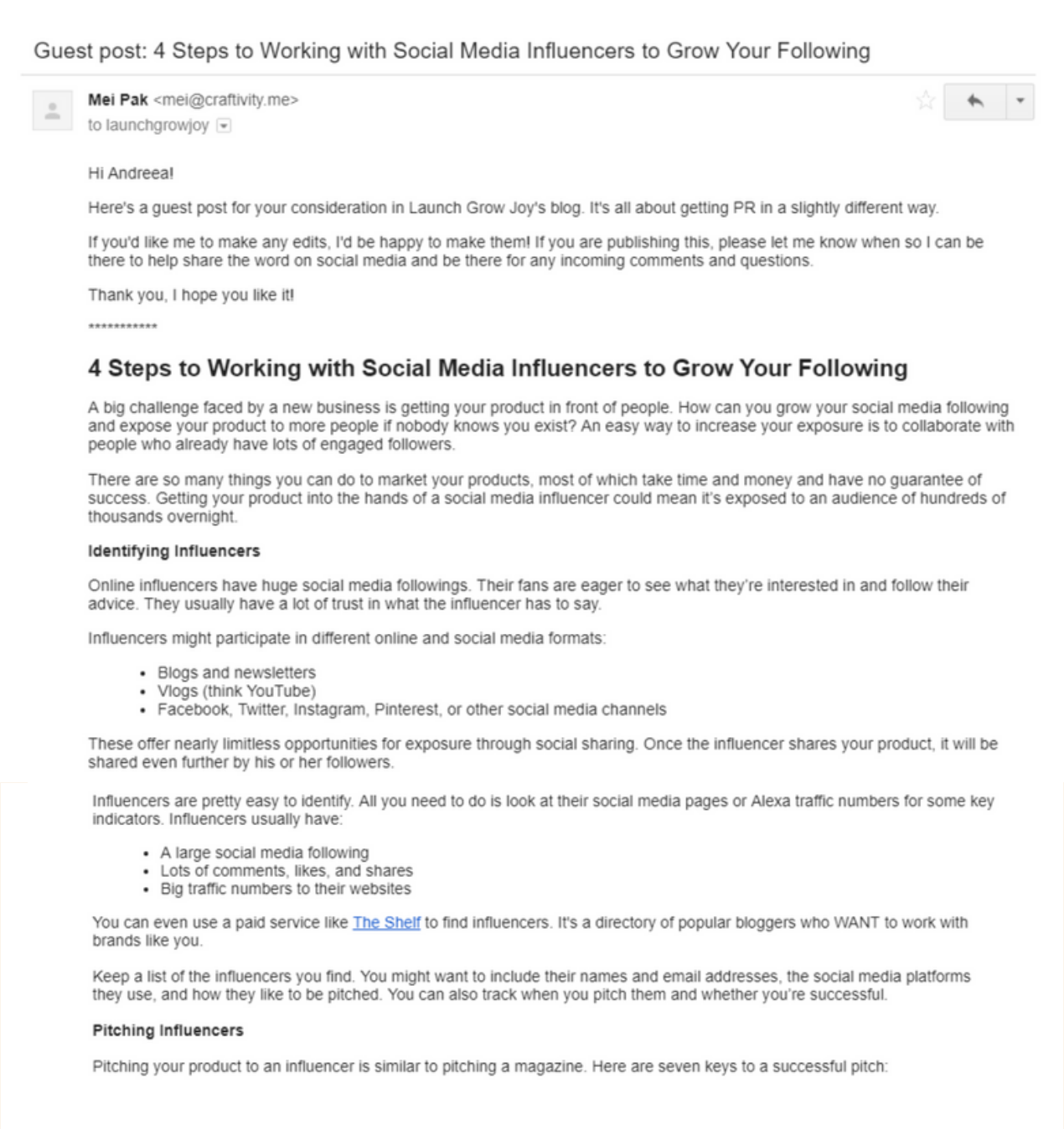
I'm also open to other topic ideas if you think something else would be a better fit. If you're interested, let me know and I can have the post ready for you by next week!

Thanks for your time and have a happy long weekend!

#3

Launch Grow Joy Guest Post

Sometimes you're required to already have written the article, and that's okay for popular topics because if one site doesn't want your blog post, you can re-pitch it to other sites covering a similar topic.



Guest post: 4 Steps to Working with Social Media Influencers to Grow Your Following

Mei Pak <mei@craftivity.me>
to launchgrowjoy

Hi Andreea!

Here's a guest post for your consideration in Launch Grow Joy's blog. It's all about getting PR in a slightly different way.

If you'd like me to make any edits, I'd be happy to make them! If you are publishing this, please let me know when so I can be there to help share the word on social media and be there for any incoming comments and questions.

Thank you, I hope you like it!

****

4 Steps to Working with Social Media Influencers to Grow Your Following

A big challenge faced by a new business is getting your product in front of people. How can you grow your social media following and expose your product to more people if nobody knows you exist? An easy way to increase your exposure is to collaborate with people who already have lots of engaged followers.

There are so many things you can do to market your products, most of which take time and money and have no guarantee of success. Getting your product into the hands of a social media influencer could mean it's exposed to an audience of hundreds of thousands overnight.

Identifying Influencers

Online influencers have huge social media followings. Their fans are eager to see what they're interested in and follow their advice. They usually have a lot of trust in what the influencer has to say.

Influencers might participate in different online and social media formats:

- Blogs and newsletters
- Vlogs (think YouTube)
- Facebook, Twitter, Instagram, Pinterest, or other social media channels

These offer nearly limitless opportunities for exposure through social sharing. Once the influencer shares your product, it will be shared even further by his or her followers.

Influencers are pretty easy to identify. All you need to do is look at their social media pages or Alexa traffic numbers for some key indicators. Influencers usually have:

- A large social media following
- Lots of comments, likes, and shares
- Big traffic numbers to their websites

You can even use a paid service like The Shelf to find influencers. It's a directory of popular bloggers who WANT to work with brands like you.

Keep a list of the influencers you find. You might want to include their names and email addresses, the social media platforms they use, and how they like to be pitched. You can also track when you pitch them and whether you're successful.

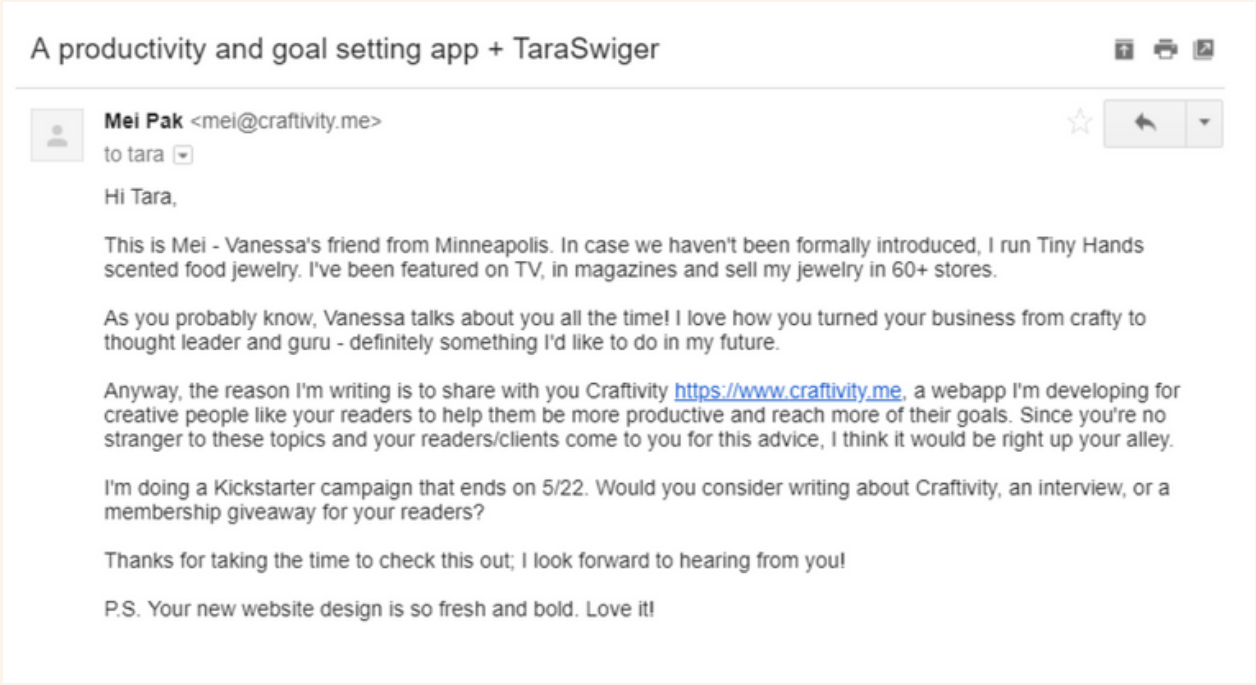
Pitching Influencers

Pitching your product to an influencer is similar to pitching a magazine. Here are seven keys to a successful pitch:

#4

Podcast Interview Pitch

Many years ago, my husband and I co-created a goal setting app. We were crowdfunding the project and to help promote it, I pitched to several popular podcasts!



A productivity and goal setting app + TaraSwiger

Mei Pak <mei@craftivity.me>
to tara

Hi Tara,

This is Mei - Vanessa's friend from Minneapolis. In case we haven't been formally introduced, I run Tiny Hands scented food jewelry. I've been featured on TV, in magazines and sell my jewelry in 60+ stores.

As you probably know, Vanessa talks about you all the time! I love how you turned your business from crafty to thought leader and guru - definitely something I'd like to do in my future.

Anyway, the reason I'm writing is to share with you Craftivity https://www.craftivity.me, a webapp I'm developing for creative people like your readers to help them be more productive and reach more of their goals. Since you're no stranger to these topics and your readers/clients come to you for this advice, I think it would be right up your alley.

I'm doing a Kickstarter campaign that ends on 5/22. Would you consider writing about Craftivity, an interview, or a membership giveaway for your readers?

Thanks for taking the time to check this out; I look forward to hearing from you!

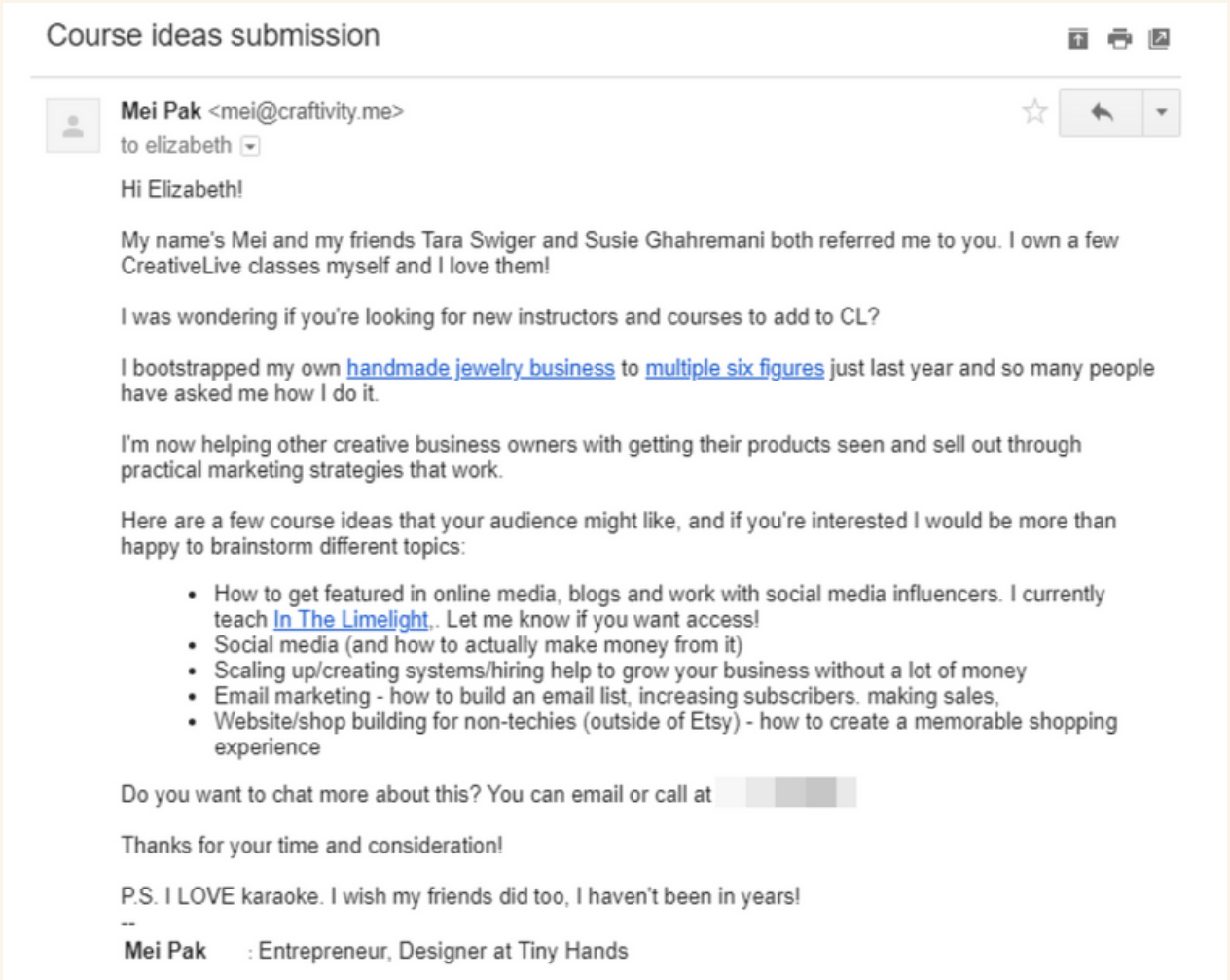
P.S. Your new website design is so fresh and bold. Love it!

#5

Creative Live Pitch

Always be looking out for unique topic ideas that aren't already covered by other speakers. Get references or name drop if you can. Networking is powerful (but not necessary).

Make sure to do research on who you're pitching to and make genuinely nice comments about any shared interests. Teaching at Creative Live continues to pay me thousands of dollars in royalties and many of my long term clients have found me through Creative Live.



Course ideas submission

Mei Pak <mei@craftivity.me>
to elizabeth

Hi Elizabeth!

My name's Mei and my friends Tara Swiger and Susie Ghahremani both referred me to you. I own a few CreativeLive classes myself and I love them!

I was wondering if you're looking for new instructors and courses to add to CL?

I bootstrapped my own handmade jewelry business to multiple six figures just last year and so many people have asked me how I do it.

I'm now helping other creative business owners with getting their products seen and sell out through practical marketing strategies that work.

Here are a few course ideas that your audience might like, and if you're interested I would be more than happy to brainstorm different topics:

- How to get featured in online media, blogs and work with social media influencers. I currently teach In The Limelight,. Let me know if you want access!
- Social media (and how to actually make money from it)
- Scaling up/creating systems/hiring help to grow your business without a lot of money
- Email marketing - how to build an email list, increasing subscribers. making sales,
- Website/shop building for non-techies (outside of Etsy) - how to create a memorable shopping experience

Do you want to chat more about this? You can email or call at

Thanks for your time and consideration!

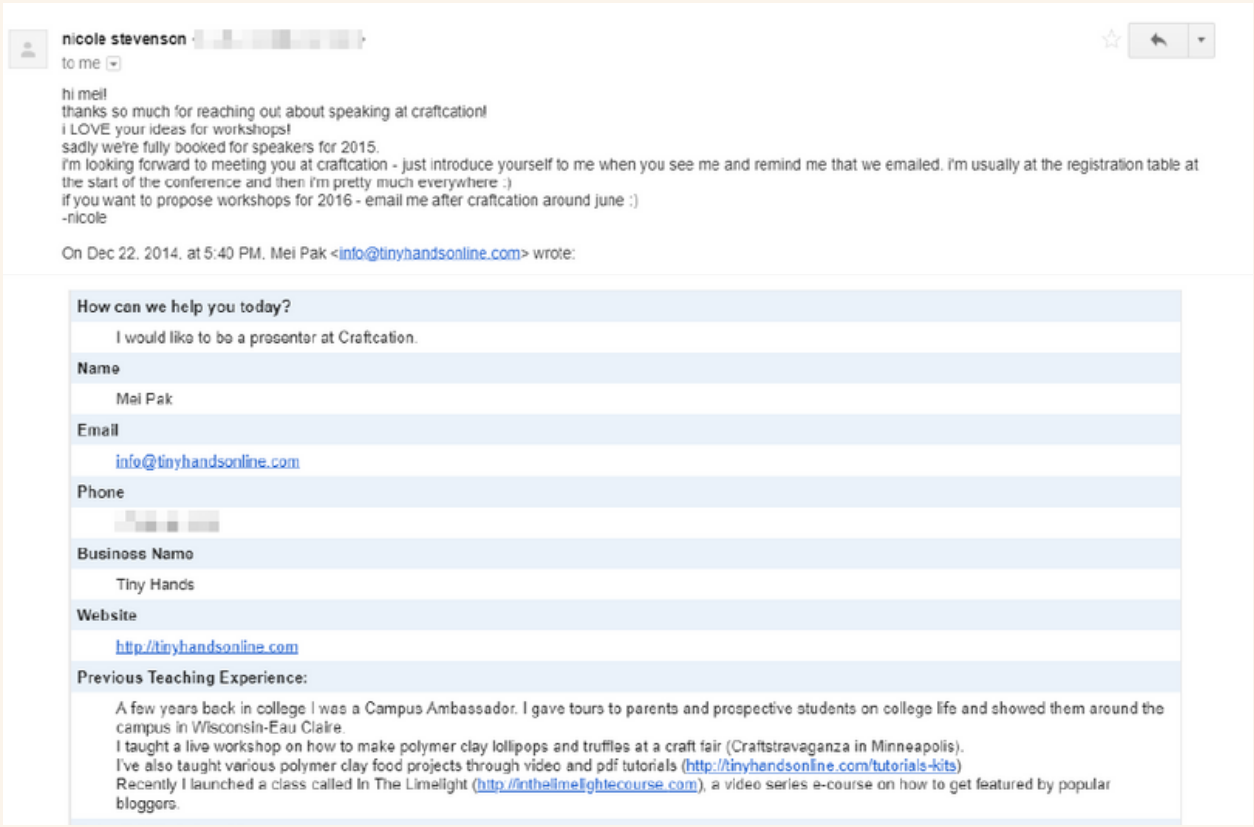
P.S. I LOVE karaoke. I wish my friends did too, I haven't been in years!
--
Mei Pak : Entrepreneur, Designer at Tiny Hands

#6

Craftcation Speaking Pitch and Follow Ups

Speaking at events is a great way to build your credibility. I had no speaking experience when I first pitched to them, so my pitch included angles that would put me in a positive light and minimize the risk on me that the conference organizer would have to take.

I didn't get to speak that year I pitched them... or even the next! But after LOADS of follow ups over the next two years, I taught four workshops at the conference! (It probably also helped that once I got in as a speaker, I already had teaching for Creative Hive under my belt).



nicole stevenson <[redacted]>
to me

hi mei!
thanks so much for reaching out about speaking at craftcation!
i LOVE your ideas for workshops!
sadly we're fully booked for speakers for 2015.
i'm looking forward to meeting you at craftcation - just introduce yourself to me when you see me and remind me that we emailed. i'm usually at the registration table at the start of the conference and then i'm pretty much everywhere :)
if you want to propose workshops for 2016 - email me after craftcation around june :)
-nicole

On Dec 22, 2014, at 5:40 PM, Mei Pak <info@tinyhandsonline.com> wrote:

How can we help you today?	
	I would like to be a presenter at Craftcation.
Name	
	Mei Pak
Email	
	info@tinyhandsonline.com
Phone	
	[redacted]
Business Name	
	Tiny Hands
Website	
	http://tinyhandsonline.com
Previous Teaching Experience:	
	A few years back in college I was a Campus Ambassador. I gave tours to parents and prospective students on college life and showed them around the campus in Wisconsin-Eau Claire. I taught a live workshop on how to make polymer clay lollipops and truffles at a craft fair (Craftstravaganza in Minneapolis). I've also taught various polymer clay food projects through video and pdf tutorials (http://tinyhandsonline.com/tutorials-kits) Recently I launched a class called In The Limelight (http://inthelimelightecourse.com), a video series e-course on how to get featured by popular bloggers.

(Continued on the next page)

Potential Workshop Ideas:

How to use Facebook for business - understanding engagement (and how to get more of it), how to get more likes, advertising, making sales, running contests. Please see my Facebook page http://facebook.com/tinyhandsjewelry for an idea of how I use Facebook to market my business!

Scaling up your handmade business - how to hire a team of assistants without funding/lending money/loans/credit cards, interviewing, identifying great candidates, paying your team, setting expectations, creating systems in your business, etc. Even though my products are so completely handmade (sculpting polymer clay charms), I'm able to be almost hands off with my production and fulfillment. I have two assistants that I pay per piece and they work remotely. It's a great system for expansion that no one talks about, and most people think that it's out of their reach!

Getting publicity + working with influencers - pitching to bloggers, social media influencers, step-by-step guide on the process. Please see http://inthelimelightcourse.com for more information on this, and http://tinyhandsonline.com/media-press for a list of places my jewelry has been featured in.

Additional Comments

I realize I have never attended Craftcation before and the event is coming up in just a few short months.

Since I'll already be there (I purchased tickets when I saw that a few of my friends are attending and I would love to meet up with them in person!) I thought I might as well share a few workshop ideas that you aren't already covering (according to your workshop descriptions page).

I worked with Abby Glassenberg on a blog post on selling on Facebook: https://whileshenaps.com/2014/07/facebook-flash-sale.html
And also did a podcast with Tara Swiger on getting press and publicity: http://taraswiger.com/podcast3/

I hope I've provided a few links for you to get an idea of my teaching style!

Thank you and I can't wait for the conference!



Mei Pak <mei@creativehiveco.com>
to nicole

Hey Nicole!

Your new Creative Live class is so awesome and people are loving it! Did you have fun shooting with CL? Do you have any tips or pointers for making it through all that intense teaching? I'm teaching four classes with them in October!

Anyway, I'm circling back to this email and my interest in teaching at Craftcation 2016. I've told my BFFs about Craftcation so I hope to bring them with me next year.

Since I last emailed you, I launched my new site http://www.creativehiveco.com where I help makers, artists and designers create buzz for their business.

I would still love to teach the workshops listed below:

Social Media The Right Way For Your Business (beginner)
Description: Making social media work for you instead of the other way around! Learn how to increase your following and engage your fans so they shop from you again and again.

Scaling Up Your Business Without Any Capital (intermediate - advanced)
Description: Dream big and grow your business. This class will give you the step-by-step for hiring help and outsourcing production and other tasks without any capital.

Blogger outreach for exposure (beginner)
Description: Pitch your products to bloggers, use various strategies for successful pitching and get featured for tons of exposure and more sales to your business.

Let me know if you want to talk more!

--

Mei Pak : Entrepreneur, Designer at Tiny Hands
Website : CreativeHiveCo.com
Free e-book : creativehiveco.com/free-ebook make more sales in your handmade business

As seen on: Parks and Recreation, Every Day with Rachael Ray, Woman's World, InTouch, Design*Sponge, FoodBeast, Mental Floss, and more.

(Continued on the next page)

nicole stevenson
to Mei

hi mei!
great to hear from you :)
the whole creativelive experience was awesome!
super happy for you doing 4 classes with them! you'll LOVE it!
i'm actually working on a blog post with tips for doing creativelive :) - it will be up in july :) so plenty of time for you before your classes :)
your new site looks awesome! congrats.
i'll beging reaching out to presenters at the end of july and you're on my radar :)



Mei Pak <mei@creativehiveco.com>
to nicole

Awesome! Glad to here it went really well for you at CL :)

Talk soon!



Mei Pak <mei@creativehiveco.com>
to nicole

Hey Nicole!

The Craftcation schedule is pretty much finalized at this point, right? Just wanted to see if you're needing to fill any empty spots.

See you in a few months. Happy weekend!

As seen on: Creative Live, Parks and Recreation, Every Day with Rachael Ray, Woman's World, InTouch, Design*Sponge, FoodBeast, Mental Floss, and more.

nicole stevenson
to Mei

Thanks for checking in Mei!
We're pretty close to finalizing it and haven't had any opening that would be a good fit for you. As I mentioned before YOU are at the top of my list for 2017 though :)
Hope you're able to make it to Craftcation this year :)



Mei Pak <mei@creativehiveco.com>
to nicole

Sounds good! I'll be coming this year anyway. Can't wait!!

nicole stevenson
to Mei

Awesome! Looking forward to seeing you :)

(Continued on the next page)



Mei Pak <mei@creativehiveco.com>
to nicole

Hey Nicole!

I just submitted my proposal ideas using the form.

I've attached my headshot and here's my bio:

> Mei Pak is a marketing strategist guiding and supporting small and creative business owners. She helps makers, artists and designers create create a consistent income at Creative Hive Co. Business topics she is passionate about are PR & publicity, social media, wholesale, paid advertising, blogger outreach, pricing, branding, customer experience, webdesign and scaling up your biz without any capital.
>
> Mei also runs Tiny Hands, a line of handmade, scented food jewelry in Minneapolis, MN with her small team of assistants. She sells in over a hundred stores across the US, has been featured on Parks and Recreation, The Chew, inTouch Magazine, Every Day With Rachael Ray, Design*Sponge, Hello Giggles, Incredible Things and has personally appeared on TV a number of times.
>
> Mei is an absolute foodie, loves sushi and chocolate (not at the same time) and adores wearing dresses.

...

Mei Pak : Entrepreneur, Designer at Tiny Hands
Website : CreativeHiveCo.com
Free course : creativehiveco.com/free-course/ make more sales in your handmade business

As seen on: Creative Live, Parks and Recreation, Every Day with Rachael Ray, Woman's World, InTouch, Design*Sponge, FoodBeast, Mental Floss, and more.



nicole stevenson [redacted]
to Mei

Thank you SO much Mei!

I just looked at all your proposals and they look amazing! I can't wait to share these with our team and discuss them. :)

I'll be in touch later this month with confirmation. :)

-Nicole

nicole stevenson [redacted]
to Mei

Hi Mei!

We're working on adding workshops for Craftcation and your ideas are all so great! I've added two of your solo workshops so far: pitching and automating and I'd like to add one more for sure but I'm wondering if you'd be interested in joining a panel I'm putting together about alternative revenue streams for makers - I have someone who will be on the panel talking about making kits and patterns and I'd love to have you be on it talking about subscription and membership services. Would you be okay speaking on that on a panel instead of a solo workshop?

-Nicole

creative hive

creativehiveco.com