

ABW Pitch Playbook:

“How to Pitch to Brands with Confidence, Clarity & Conviction”

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For: ABW Partnership Tribe — Internal Partner Growth Series

Use Case: New Biz Devs | Entrepreneurs | Sales Teams | Partnership Leads

INTRO: WHY MOST PITCHES FAIL

Here's the uncomfortable truth:

Most brand pitches die in unopened inboxes — not because the idea was bad, but because the pitcher didn't know how to position the value.

We've watched it happen over and over again:

- Long, unclear emails
- No proof of past success
- No clear CTA or next step
- Wrong tone for the brand

This playbook will teach you how to pitch with strategy, clarity, and structure that turns heads — and opens doors.

PART 1: THE STRATEGIC PITCH FRAMEWORK

THE 5 PHASES OF AN EFFECTIVE BRAND PITCH

Phase	Objective	Tool
1. Discovery	Understand brand's needs & positioning	Brand Audit Checklist (Coming soon)
2. Positioning	Align your offer to what they care about	Value metrics (Compare yours and the client)
3. Pre-Pitch Touchpoints	Build trust before the ask	Warm-up Emails / Social Tags
4. Pitch Delivery	Deliver a high-impact proposal	Email Template + One-Pager
5. Follow-Up	Stay top of mind without being annoying	Follow-Up Email Flow

PART 2: PITCH EMAIL TEMPLATES THAT GET RESPONSES

1. COLD OUTREACH EMAIL (TO MARKETING MANAGER)

Subject Line Options:

- "Collaboration idea for [Brand Name] "
- "Let's align: [Your Brand] x [Their Brand]?"

Body Template:

Hi [First Name],

I'm Alero, founder of AlexBoyo World. I've been following [Brand]'s work on [insert campaign/product] — and I believe there's a meaningful collaboration opportunity we should explore.

At ABW, we help brands create purpose-driven partnerships that deliver on both audience engagement and growth goals. Here's a 2-line summary of the partnership idea I have in mind:

→ [Insert Custom Idea: e.g., "A 3-part content series on African innovators featuring your brand as co-presenter."]

I'd love to schedule a quick call to walk through how this could deliver real value to [Brand] and your audience. Are you open next week on [date option 1] or [date option 2]?

Warm regards,

[Your Name]

[Title | Website | Instagram | LinkedIn]

Checklist:

- Personalized intro
- Proof of research
- Clear ask (call, meeting)
- Tone = warm, confident, NOT begging

2. FOLLOW-UP EMAIL (AFTER FIRST MEETING)

Subject Line:

"Next steps on potential partnership – quick recap"

Body Template:

Hi [Name],

Thanks again for your time yesterday. I truly enjoyed learning more about [Brand]'s work and your team's goals for Q3.

As promised, here's a quick recap of the ideas we discussed and possible next steps:

- Opportunity: [Brief description]
- Mutual Benefits: [List 1–2 shared wins]
- Next Step: I'll prepare a one-pager for internal review.

Let me know if there's anything I should adjust before I send over the draft proposal.

Appreciate the energy – looking forward to building something impactful together.

[Signature]

3. NO-RESPONSE FOLLOW-UP (AFTER COLD EMAIL)

Subject Line:

"Revisiting this idea – is now a better time?"

Body Template:

Hi [Name],

Just looping back in case this slipped through – totally understand how busy things can get!

I wanted to re-share the idea I mentioned last week about a potential collab between [Your Brand] and [Their Brand]. I truly believe there's alignment, and I'd love a chance to connect.

Here's the quick concept again:

→ [Your Idea Summary]

Let me know if you'd be open to a 15-minute call next week to discuss this further.

Warm regards,

[Your Name]

PART 3: MULTI-TOUCH PARTNERSHIP FUNNEL

Here's how to build momentum around a pitch before AND after you hit send:

Stage	Touchpoint
Pre-email	Like/comment on 2–3 of their recent posts
Day 1	Cold Email
Day 3	Instagram DM (if applicable)
Day 7	Follow-Up Email
Day 10	Voice Note (optional – if already in conversation)
Day 14	Close Loop – Share Free Resource & Say You're Available Later

PART 4: HIGH-CONVERTING ASSETS TO INCLUDE IN PITCHES

- One-Pager Deck
- 3-Image Partnership Mockups (Use Canva)
- Impact Stats from Past Campaigns
- Case Study Summary
- 30s Video Pitch (optional for warm leads)

PART 5: PITCH WORKBOOK (ASSIGNMENT)

Page 1: Partnership Brand Match Exercise (practice as many times as you can)

Match your brand to ideal partner brands based on:

- Audience alignment
- Brand tone/energy
- Impact vision
- Budget capability

Page 2: Pitch Writing Practice

Fill-in-the-blank version of the pitch templates shared above

Page 3: Pitch Checklist Before Sending

- Personalised?
- Problem clearly stated?
- Partnership idea is specific?

- Clear CTA & availability?
- Attached 1-pager or value summary?
- Spell-checked and styled?

Page 4: Pre-Send Energy Check (Mindset)

- What energy am I pitching from: scarcity or value?
- Do I believe in the win-win of this collaboration?
- Did I hype myself up before clicking "send"?

Page 5: Follow-Up Log

Table to track:

Brand	First Touch	Last Follow-Up	Status	Next Step	Notes