

Gerardo Perez:

When it comes to working with creators, like I mentioned in the previous bonus, you can actually use the TikTok marketplace. If you decide to take a little bit more of a manual approach, I'm going to give you some tips on how to actually reach out to them and how to address them. If you visit a creator's profile, chances are they'll either have their email in their bio, or if they have a LinkedIn bio, typically they'll have one of those pages with multiple links and they might actually have their email included in there as well.

Reaching out to them via email or Instagram DMs is quite a similar process. One thing I want you to remember here is that these creators are people too. One of my favourite ways to actually reach out to them or to address them is to build a little bit of rapport first. So let's say for example you find a creator and you just absolutely love their video style. One of the first things I want you to address is how you actually found them, whether that's through the TikTok creator marketplace, the four you page, et cetera.

Then I also encourage you to highlight something specific of one of their top videos or the actual video in which you found them. So let's say for example, they have a common prop throughout their video, or maybe they have like a really cute dog in the background as well. I want you to actually compliment them on that. The goal here is to simply mention something really, really specific to them so that they get a sense that it's not just a generic message that you're sending out to many creators. I know this sounds super simple and it may also sound like common sense, but trust me, this little thing makes a huge difference.

Additionally, be very specific about what your product, what it is that you're looking for, what type of content you would actually want them to post on your behalf, and most importantly, why you actually feel like your product is very adaptable to their style of content. Once you mix and match all these different elements, you'll start to realise that these creators are very enthusiastic to actually work with you. At the end of the day, it's just talking to another human being.

When it comes to the actual following size of the creator, you're going to have to determine what sort of following range you want to work with. In my experience with TikTok, you don't necessarily have to go after creators that have a massive following. I think leveraging micro influencers is a very solid strategy as well, but I think the key thing to look out for here is content style and how well they actually make their own videos.

Once you actually decide which creators to engage with, I want you to be as specific as possible with your requests. Remember that it's hard to hit a target that you can't see. So being able to outline your content through either content scripts like I showed you previously, or by having a visual example can be incredibly helpful for these creators as well. Lastly, if you do decide to actually give these creators creative liberty, make sure to stick to that. Sometimes being a little bit too hands on with the content is a negative. So if you actually see this happening, remember why you commissioned them in the first place.

When it comes to establishing budgets, I do suggest that you reach out to the creators with a specific number in mind. This is going to give a massive clarity on whether or not they choose to engage with you and it's going to save you a lot of time in terms of filtering out the weeds and just talking them through the process, instead of just going through the process and the deal falling through. With all that being said, it sounds like you're ready to commission your first creator. Make sure to apply everything I just mentioned in order to have a smooth sailing process.