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ABOUT DANIELLA

My travel content has been published in numerous publications such as Culture Trip, DRIFT Travel Magazine, Luxury Lifestyle Magazine, Beau Monde Traveler, and more. To date, I have landed over \$100 000 worth of travel sponsorships in the form of hotel/resort accommodation, flights, cruises, spa treatments, restaurant meals, tours, attraction passes, and Tourism Board partnerships. Now, I'm on a mission to teach aspiring travelpreneurs how to get published, earn an income from their travel content and land travel sponsorships!



From Pitch to Partnership: Mastering the Value Exchange

WITH DANIELLA
SCHOEMAN

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Blogger Breakthrough Summit Podcast Transcript

[00:00:00.00] - Liz Stapleton

Welcome back to the Blogger Breakthrough Summit podcast. I'm your host, Liz Stapleton. And today, with the help of Daniella, we're diving into the four common mistakes travel bloggers make when pitching. Mistakes that might just be sabotaging your chances of landing those dream sponsorships.

[00:00:20.11] - Daniella

Now, let's talk about the four common mistakes in pitching that many travel bloggers make. Mistake number one, your pitch is too long. Think about it. How do you feel if you receive a lengthy email? It feels like reading a novel. It's overwhelming, right? You lose concentration, your attention begins to waiver. Keep that in mind when you're writing your pitch, too. The shorter is sweeter when it comes to pitching. Treat your pitch like a captivating blurb, not a 10-page essay. Within just a few sentences, you should be able to grab their attention and leave them wanting to know more. Mistake number two, you start negotiating right away. While enthusiasm is essential, revealing all your cards in your initial pitch may not be the best approach. It usually isn't. Discussing fees, assets, and deliverables too soon can come across as desperate. Your goal is to pique their interest and create a desire to learn more about working with you. So leave negotiation discussions for a later stage, please. Mistake number three. It's all about you. I know you're awesome and you should definitely be proud of your achievements, but a pitch focused solely on self-praise will definitely not resonate with brands.

[00:01:39.11] - Daniella

You need to strike a balance by providing a brief introduction about yourself, but keep the spotlight on conveying the value that you can offer them. So you need to line your pitch with their needs and their objectives. Mistake number four, you attach a media kit. I know that other coaches tend to advise that you attach your media kit, but I don't suggest that you do that. And here's why. While media kits are valuable assets, attaching one to your pitch can stop the conversation in its tracks. Think about it. If you give the brand all the information, there's no intrigue. And in my experience, it prevents brands from replying more often than not. What you should do instead is wait for the brand to express interest and request your media kit. This approach increases the likelihood of a reply and opens up a genuine dialog about potential collaborations. So by avoiding these common pitfalls and tailoring your pitches to each brand, you increase your chances of landing those coveted sponsorships. When it comes to pitching, you really need to approach it from the right mindset. Remember that if you're doing this correctly, you're not asking for something free.

[00:02:52.18] - Daniella

Get that out of your head. You are offering a value exchange. Collaboration is beneficial for both parties. When writing a pitch, you don't ask for something, especially not in the first one. That's how you make sure that your emails get ignored or deleted, and that's

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not what we want. Instead, you're offering something. It's easy to ignore a creator that is asking for something right off the bat. It's much harder to ignore a creator who's offering something. And that's why it's really important that you include the right information in your initial pitch, and that's what we're going to get to soon. Finally, I want you to understand that the one and only goal of your initial pitch is to get a response. We're not negotiating, we're not signing a deal, we're not getting the contracts ready. You want the brand to open up your email, read it, and then respond to you.

[00:03:48.05] - Liz Stapleton

All right, folks, that's a wrap for today's episode. Keep these tips in mind, and you'll be well on your way to landing those coveted Sponsorships. Thanks for tuning in to the Blogger Breakthrough Summit podcast. Be sure to join us next week to learn about mastering the Pomodoro technique and in the meantime, keep those pitches short, sweet, and value-packed.