

Sample Influencer Outreach Letter for Product Evaluation

Dear [Influencer's Name],

My name is [Your Name], and I am [your position] at [Your Company]. We have been following your work on [platform, e.g., Instagram, YouTube] and are impressed by your ability to engage with your audience through authentic and relatable content.

We are reaching out to see if you would be interested in evaluating our [product name], which is designed to [brief description of the product and its benefits]. We believe your feedback would be invaluable, as your perspective aligns perfectly with our target audience.

If you're interested, we would love to send you a complimentary sample of [product name] for you to try. We would appreciate your honest review and any feedback you can provide. Additionally, if you choose to share your thoughts on your platform, we would be happy to promote it through our channels as well.

Thank you for considering this opportunity! Please let us know if you have any questions or if there's a specific way you'd like us to proceed.

Looking forward to your response!

Best regards,
[Your Name]
[Your Position]
[Your Company]
[Your Contact Information]