

Influencer Brand Alignment Assessment

Date: [Insert Date]

To: [Influencer's Name]

[Influencer's Address]

Dear [Influencer's Name],

We are excited to explore a potential partnership with you. As part of our assessment, we would like to evaluate the alignment of your personal brand with our company's values and objectives. Please find below a series of questions to guide us in this assessment:

1. **Brand Values:** What are the core values that define your personal brand?
2. **Target Audience:** Who is your primary audience, and how do they align with our target market?
3. **Previous Collaborations:** Can you share examples of past partnerships and the impact they had?
4. **Content Style:** Describe your content style and how it resonates with your audience.
5. **Brand Compatibility:** In your opinion, how do our brands align in terms of mission and vision?

We appreciate your time and insights. Please return your responses by [Insert Deadline]. We look forward to potentially collaborating and creating something impactful together.

Best regards,

[Your Name]

[Your Position]

[Company Name]

[Company Contact Information]