

Negotiation Email Templates

Scenario #1: Unwilling To Compromise On Rate

Hi [Name],

I appreciate the information you've shared! We're eager to find a solution that works for both of us. Considering our existing commitments for this quarter (Brand A, B, and C), we require an investment of \$X. However, if you're open to limiting the deliverables to 1 post and reducing the exclusivity term to 30 days, we can adjust our production schedule and make it work for \$X-Y.

What are your thoughts?

Best regards,
[Your name]

Scenario #2: Brand Prioritizes Different Aspects

Hi [Name],

Thank you for emphasizing the importance of multiple content cuts for repurposing across various platforms. In that case, we should reevaluate the video length and paid media licensing term to better meet your needs.

[Explain the benefits of shorter videos for repurposing and longer paid rights to maximize asset longevity and ROI].

What do you think?

Best regards,
[Your name]

Scenario #3: Brand Doubts Your Capability

Hi [Name],

I appreciate your candid feedback. Here are some ideas that address your concerns while ensuring a win-win outcome for both parties:

- [Insert responsiveness guarantee]
- [Insert flexibility guarantee]
- [Insert metrics guarantee]
- [Insert timeline guarantee]

Let me know if you'd like me to send over different investment options that outline how we can protect both parties and guarantee a successful partnership.

Best regards, [Your name]

Scenario #4: Brand Claims Budget Limitations

Hi [Name],

Thank you for informing me about your budget constraints. If it helps, we could spread the partnership across 2-3 months and accept monthly installments as payment. I'm confident that our collaboration will be a great success, so I'm motivated to find a solution that works for everyone.

What are your thoughts?

Best regards,
[Your name]

Scenario #5: Brand Requests A Small Addition (Call Out Favor That They Now Owe)

Hi [Name],

I understand that the brand hopes for an announcement post in my private community regarding our partnership. Since my main goal is to establish a strong and lasting relationship with you and your agency, I'm more than willing to accommodate this request at no additional cost.

Looking forward to the next steps!

Best regards,
[Your name]

Scenario #6: Brand Offers Lower Rate Than Expected

Hi [Name],

Thanks for sharing your proposed rate. While I appreciate your offer, based on the value I bring to the table and the results from my previous collaborations, my standard rate for a project of this scope is \$X. I'm confident that our partnership will deliver excellent results and ROI for [Brand].

If the budget is a concern, we can discuss adjusting the deliverables or spreading the partnership over an extended period to accommodate your financial constraints. Let's find a solution that works for both of us.

Best regards,
[Your name]

Scenario #7: Brand Wants Long-Term Exclusivity

Hi [Name],

I understand that [Brand] is interested in a long-term exclusivity agreement. While I'm excited about collaborating with your brand, I must balance this with my commitment to maintaining diverse partnerships for my audience.

I propose a 3-month exclusivity period, which will allow [Brand] to benefit from our partnership while ensuring that I can continue to provide varied content to my followers. I believe this is a fair compromise that meets both our needs.

Let me know your thoughts on this proposal.

Best regards,
[Your name]

Scenario #8: Brand Wants More Content For The Same Price

Hi [Name],

I appreciate your interest in receiving more content as part of our collaboration. However, creating quality content takes time and resources, and my current rate is based on the proposed deliverables.

If [Brand] is looking for additional content, I'd be happy to discuss adjusting the scope of our partnership and re-evaluating the investment. Alternatively, we can explore options such as re-purposing existing content or adjusting the format to meet your needs.

Looking forward to your thoughts.

Best regards,
[Your name]

Scenario #9: Brand Requests Additional Platforms

Hi [Name],

Thank you for expressing interest in expanding our collaboration across multiple platforms. While I'm open to this idea, I need to consider the additional effort and resources required to create content for each platform.

If [Brand] is willing to adjust the investment to reflect the expanded scope, I'd be more than happy to explore this opportunity further. Please let me know if this is an option, and we can discuss the details.

Best regards,
[Your name]

Scenario #10: Brand Requests Extensive Revisions

Hi [Name],

I understand that [Brand] would like some revisions to the content. As a creator, I strive to provide high-quality work that meets your expectations. I'm happy to accommodate one round of revisions within 48 hours at no additional cost.

If extensive revisions or multiple rounds of changes are required, we may need to re-evaluate the project scope and investment to ensure fair compensation for the additional work.

Please share your feedback, and I'll do my best to address your concerns while maintaining the integrity of the content.

Best regards,
[Your name]