



DAILY BREAD UGC

PERFECT PITCH AUDIT GUIDE

Fix the weakest link in your brand outreach. The companion guide to your Perfect Pitch Audit score.

**Stop waiting to be discovered.
Start pitching like a professional.**

@iam_jen_nash

For creators who've already landed at least one brand deal.



START HERE

How to use this guide

Your score shows where the leak is. This guide shows you how to fix it.

The Perfect Pitch Audit scored you across the five stages of a professional pitch: **research, timing, the pitch, follow-up and portfolio**. I built it the way I'd review a pitch before it went to a journalist, because brands decide the same way editors do.

Don't try to fix everything at once. Go straight to your **weakest area**, make the first fix, then come back for the next one.

SCORE	BAND	WHAT IT MEANS
0-44	Cold pitcher	Relying on luck and volume. A few structural changes will make a big difference.
45-74	Getting there	Parts of your outreach are professional, but gaps are leaking deals.
75-100	Pitch-ready pro	You pitch like a professional. The wins now come from sharper positioning and bigger brands.

Jump to your weakest area

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Outreach is a system, not a guessing game.

Cold pitching	Professional outreach
GOAL Get noticed by anyone	Get retained by the right brands
METHOD Copy-paste DMs, mass sends	Personalized emails, timed to signals
RESEARCH None: spray and pray	Verified contacts, live buying signals
FOLLOW-UP Rarely, if ever	Tracked and scheduled, every time
RESULT One-off, low-ball gigs	Higher-rate, retainer-style deals

Remember: outreach is a system, not a scramble.

Research the brand. Time the pitch. Personalize the opener. Track the follow-up. Show the proof. Those are the five areas your audit scored.



AREA 1: RESEARCH

Pitch the right brand, to the right person.

A great pitch to the wrong inbox is still a wasted pitch.

In PR, a pitch to the wrong journalist is dead before it's read. Brands work the same way. If they don't fit your niche, aren't buying creator content, or your email lands in a general inbox, even a brilliant pitch gets ignored.

Before you write a word, check:

- **Niche fit.** Would your best piece of content look at home on their feed or in their ads?
- **Active buying.** Are they already running creator or UGC content? That means budget exists.
- **The right contact.** A named person in creator partnerships, influencer marketing or social, not info@ or DMs.
- **Their moment.** Anything new: a launch, a new market, a campaign. (More on this in Area 2.)

Build a shortlist, not a spray list.

Ten well-researched brands will outperform a hundred random ones. Keep them in one place with the contact name and why they fit.

YOUR FIRST FIX

Pick 10 brands in your niche that are already running creator content. For each one, find the named person who looks after creator or influencer partnerships before you write a single word.



AREA 2: TIMING

Find your signal moments.

Your outreach is only as good as your timing.

Brands don't say yes at random. They say yes when timing lines up: a new launch, a funding round, a campaign push, a gap in their content. Cold pitching ignores this entirely. Professional pitching starts here.

Signals worth pitching into:

- **A product launch.** Pitch a first-look or demo concept.
- **Hiring for content or social roles.** A sign they're investing in creator content.
- **New funding or a new market.** A sign they have budget to spend.
- **A seasonal push.** Pitch 6 to 8 weeks before the season, not during it.

Make outreach a habit, not an emergency.

Pitching only when work is quiet means you're always pitching late. Block one hour a week, every week.

YOUR FIRST FIX

List 3 brands showing a signal today, with one sentence each on what the signal is. Then block one hour a week in your calendar for outreach.



AREA 3: THE PITCH

Personalize the opener.

Write the line that doesn't get deleted.

Most pitches die in the first sentence. "Hi, I love your brand!" tells a brand nothing and gets deleted in two seconds. The pitches that got press coverage never said "I'd love to work with you." They gave the journalist something they could use.

1

Reference the signal

"Saw you just launched [X]..."

2

State the specific fit

"...and I create content exactly in that space."

3

Show proof, briefly

"Here's a piece I made for a similar brand: [link]."

4

Make one clear, easy ask

"Open to a quick chat about a content trial?"

Personalization beats volume, every time.

One well-timed, well-researched email outperforms fifty generic ones.

YOUR FIRST FIX

Rewrite your opener around the brand's goal, add one specific content idea for them, and end with an easy yes: a short call, a rate range or a sample concept.



AREA 4: FOLLOW-UP

Follow up like it's part of the job.

Because it is.

Most of the replies I ever got in PR came after a follow-up, not the first send. Brand inboxes are busy. Without a planned, tracked follow-up, strong pitches simply disappear.

The professional follow-up:

- **Track every pitch.** Brand, contact, date sent, next follow-up date, status.
- **Follow up after 4 to 5 days.** Short, polite, and never a copy of the original email.
- **Add something new each time.** A fresh idea, a relevant result, a timely hook. Never just "bumping this."
- **Plan two follow-ups, then pause.** Note the brand to revisit when their next signal appears.

A follow-up is a second pitch, not a reminder.

Every follow-up should give the brand a new reason to reply.

YOUR FIRST FIX

Start a simple tracker today with five columns: brand, contact, date pitched, next follow-up date, status. Add every pitch you send from now on.



Turn your portfolio into a press kit.

Give the brand something to take to their team.

When a pitch works, the brand clicks through. Your portfolio then has one job: give them a reason to book you. If it's generic, hard to find, or shows samples without context, the conversation stops there.

What a professional portfolio shows:

- **Your niche, at a glance.** Brands should know in five seconds what you create and for whom.
- **Your best 3 pieces first.** Matched to the brands you're pitching, not everything you've ever made.
- **Proof.** Brand names, results or testimonials behind the work.
- **One clear next step.** How to book you or ask for your rates.

YOUR FIRST FIX

Put your 3 strongest pieces for your main niche at the top, add the brand names or results behind them, and finish with one clear way to book you.



WHAT'S NEXT?

Make it repeatable: not once a month, every week.

If your first fix felt clear instead of chaotic, you're ready to run outreach like a business. Here's how I can help, depending on how much support you want.

Purposed to Profit | Self-paced | \$197 one-time

My full pitching system as a digital download: five video lessons (research, timing, the pitch, follow-up, portfolio), the SFA™ Roadmap workbook, pitch and follow-up templates, a pitch tracker and an interactive portfolio template.

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Purposed to Prosper | 1:1 with Jen | \$497 one-time

A 90-minute Pitch Strategy Session. I review your outreach before we meet, we fix the leaks together, and you leave with the recording, a written action plan and one email follow-up.

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Learn alongside other creators landing real brand deals

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