

# TRAVELLING LINES

BE YOURSELF - KNOW YOURSELF - CHALLENGE EXPECTATIONS

## FIND YOUR VALUE GUIDE - WORKING WITH BRANDS

**Want to work with brands, but don't know what you can offer them of value?** It's sometimes hard to work out what you have to offer. Usually, the things you can offer are either taken for granted, or you can't see why they'd be of use to a brand.

Here are some suggestions to start with:

### ✓ Social Media Following

- If it's not enormous, just work with smaller brands.
- Do your followers fit perfectly into the target audience of a certain brand?
- Engagement can be as or more valuable than sheer numbers. Know your stats!
- For some brands, tagging in posts will be enough.

### ✓ Photo

- Do you have a way with the camera? Do you have a unique style?
- Can you offer pictures of a product in use on a particular adventure? Or in a way that the brand would struggle to replicate themselves?
- Brands may want pictures for their own marketing use, or with something specific in mind.

### ✓ Video

- Can you take videos? Some brands will want full-blown edited footage in 4K. Others will be more interested in video Insta-stories shot on a phone. Tailor what you can offer to the brand.

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- Could you do a video review?

Could you offer product placement in a film you're making? (*e.g. expedition film to be entered into festivals*)

### ✓ Written Word

- Is writing your strong point? Do you already have a platform you can share on?  
Do you already have connections in publishing?
- Don't underestimate the power of the written word – think outside the box!  
Examples of things I've offered include potential mentions in magazine articles, review posts on my blog, guest posts, mentions in theme/stories...

### ✓ Events

- Could you represent the brand at an event?
- Could you give a talk about your adventure to their employees?
- Could you use your other skills to tie into an event they are supporting? (*e.g. navigation class, beginners' kayaking...*)

### ✓ Your other skills

- Hopefully, all the other bullet points have got your mind turning with ideas of what you can offer. Remember, you will have specific skills that I haven't thought of but make perfect sense in the context of why you want the kit.

This guide is linked to the blog post: [How to Get Free Stuff Off Brands](http://travellinglines.com/how-to-get-free-stuff-off-brands) available at <http://travellinglines.com/how-to-get-free-stuff-off-brands>