



the creator community *for*
the creator community

holiday resource guide

why now?

brands started casting for holiday in June and July. Pinterest says searches for “holiday” start in September. LTK reports that 3 out of 4 shoppers are buying based on creator recommendations. so even if it feels early, you’re actually late. the good news: you can still catch up if you start building proof and pitching now.

just getting started?

so you’re new here. maybe you haven’t landed a holiday deal before, or maybe you’re still figuring out how to pitch yourself. here’s the secret: Q4 isn’t about being perfect, it’s about proving you can move the needle.

👉 start with proof. every time you share a product, slap a link sticker on it. screenshot those clicks. when you pitch, you won’t just be saying “I think I can do this,” you’ll be showing “look, I already did.”

🎅 build a “holiday” highlight on instagram. stuff it with gift guides, family rituals, affiliate round-ups ... anything. it’s not about polish, it’s about consistency.

🍪 when you pitch, keep it simple and personal. “I’m baking cookies every sunday, want to sponsor the flour?” or “I’m doing a secret santa with my roommates, want to be the go-to gift?” brands eat that up.

💡 don’t wait for brands to find you. tag them. especially small businesses and disruptor brands — they actually see their tags, and they’ll repost. on TikTok Shop, those reposts matter even more. you look like the person they should trust to carry the campaign.

😊 don’t forget UGC. if you can make good content, this is the time to pitch yourself as the creator who can take the work off a brand’s plate. “I’ll film the gift unboxing for you so you can focus on fulfillment.” it’s low-stakes for them, and great portfolio work for you.

🔥 finally: yes, brands want ideas from you too. if “pitch” feels intimidating, reframe it: share something unpolished you’re already doing and invite them in. “I’m crowd-sourcing holiday traditions on stories and thought of you.” it doesn’t have to be corporate, it has to be human.

takeaway:

Q4 is about showing up, tagging, pitching, and gathering proof. future-you will thank you



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levelling up - for the veterans

holiday is your Super Bowl. if you already have campaigns under your belt, this is where you double down not just on content, but on how you negotiate, pitch, and advocate for yourself.

talk to your manager. don’t assume they’ll push for higher rates unless you say something. bring up usage rights and exclusivity early. ask them: “what’s our Q4 strategy?” if you don’t like the answer, push back. the best creators advocate with their managers, not just through them.

experiment outside your comfort zone. if you haven’t tried email or substack, this is the season. build a mini-series, a tv-style “12 days of gifts,” or even a chaotic holiday diary. people are begging for something to follow along with in December ... give it to them.

remember brands want your ideas, not just your reach. pour yourself a very early eggnog, get in the holiday mood, and send something unhinged. “what if I did a gift guide where I unwrap everything wrong on purpose?” “what if I crowd-sourced the weirdest family traditions from my followers and built a campaign around that?” brands desperately want you to pitch them so don’t wait for the brief to land in your inbox. your media kit should already have last year’s wins including swipe-up rates, affiliate sales, case studies. bundle your proof with your ideas. make it easy for brands to say yes.

➔ beyond your core channels, stretch into other spaces. Substack can be your cozy “holiday edit” letter — it shows long-form influence and creates content people forward to their friends. Reddit is perfect for dropping authentic recs in gift threads, then screenshotting the upvotes as proof of trust. and Snapchat is where you get to be messy ... the wrapping fails, the shipping delays, the tape you lost for the third time. those boring little moments? they’re actually sticky, and they make your polished brand deals feel way more believable. finally: did we mention raise your rates? Q4 is premium. exclusivity and usage matter more now than ever, and you deserve to be paid for that. if a brand can’t afford exclusivity for the whole season, counter with 30 days. never give it away.

takeaway:

this holiday season, don’t just create. negotiate with your manager, test new formats, pitch wild ideas, and remind brands you’re not just talent you’re a co-creator.