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Blogger rate cards lets brands know how much you charge for your blog services. It is also sometimes referred to as a tariff sheet. This is different from the media kit, which is a detailed look at your blog's stats. You send brands to your tariff card when you negotiate your results and rates. Collaborating with brands is a great way to monetize your blog. Before you can work with the brand, you need your course card to use as a guide when negotiating bets. 1. Choose a graphic design platform to create a blogger speed card, you need a graphic design tool. Sure, you can do your document in Microsoft Word or Google Docs, but why would you when you can use an easy-to-use platform to make the design great? After all, you send this to potential customers and want to make a great first impression. Many of these platforms have professional versions for even greater versatility. Canva: To date is a favorite of many bloggers, Canva is a drag and drop graphic design tool. You can choose from thousands of different designs to get started, or you can create a map from scratch. When you pay for the pro version, you get access to premium stock photos. PicMonkey: Known as one of the original drag and fall platforms, PicMonkey has come a long way since its original debut. Users now have access to graphics, templates, textures, and fonts - they can even edit photos on the platform. Please note that you'll need a subscription to download the design. Easil: New to graphic space design, Easil has some of the most stunning templates available. It's not as easy to use as Canva, but it's close. To access most templates, you need to subscribe to the Plus plan. If just the thought of developing your own graphics makes you want to back off, you can use a freelancer's service like Fiverr. When you use Fiverr, you hire a freelancer to create your graphic for just \$5. Otherwise, download our blogger speed map template. You can edit this template with Canva. This way you can change fonts, colors and images according to the branding of your blog. Download Blogger Rate Card 2. The price of your blog-sponsored email betting blogging rates is arguably one of the most talked about topics in the blogging world. Even veteran bloggers are struggling with how to price their services. With so many bloggers competing for a brand marketing budget, you don't want to price yourself too high and you definitely don't want to sell yourself short. Collaboration with brands today is one of my favorites make money blogging. However, pricing formulas are not scientific and vary between niches, so use this as a general guide when determining your sponsored blog rates. Much of what I've learned about blogging rates comes directly from brands, other bloggers, and the experience of navigating my own blog. To calculate rates for your blog, start by identifying the domain (DA). Your DA is just how strong or reputable your blog looks for search engines, based on a scale of 0 to 100. The higher your DA, the higher you can usually rank on the search engine results pages(PLEASE). You can find your blog's DA for free using Moz Link Explorer. FitSmallBusiness.com has a DA 68, which is considered really good. Source: Moz Next, determine how many unique visitors your blog receives each month by logging into the google Analytics dashboard and viewing statistics. This number represents each person (counted only once) who visits your blog per month. If you don't have Google Analytics installed on your WordPress blog, follow this tutorial on how to add Google Analytics to your blog. Now that you have both of these numbers, use the table below to get a ballpark figure for your blog betting. Keep in mind that your bets may vary depending on your niche. For example, a blogger may need to file his flight and hotel; A food blogger may need the cost of the ingredients covered. You can point to your blogger's betting card that the costs are additional or included. You can also bundle your blog with social media posts to get even more money. Sponsored Blog Post Rates Unique Visitors in Month 3. Collect your Blogger Rate Card When creating your blogger rate card, be sure to include only facts. There's no need to write a book at the moment because brands are likely only looking for your rates and a few key details about working with you. Save the full biography for your media kit. Contact: At least list your name, blog name and way for brands to contact you. Some bloggers even list their address and phone number, although I found it unnecessary, as do most brands collaborate strictly by email. Short biography: You don't tell your life story here. Instead, give them your elevator pitch. Your rates: Some brands like to buy by pack, so consider bundling options together. For example, you can group one static social media post, two Stories on Instagram, and a blog post as a single package. You should also list a la carte options. Media: Have you or your blog received positive media mentions? If so, you absolutely want to list the ones on your card. If you don't have media attention yet, follow this guide to creating a personal brand where I immerse myself in what to do. Social media handles: Provide usernames to your strongest social media accounts. Some bloggers will also include a number of followers for each. Logos: If you With other brands, be sure to highlight the ones on your course map as social proof that you know what you are doing. This works especially well if brands are big, well-known household names. To whom do you serve (optional): Are there any brands that are off limits (alcohol, Monsanto, or tobacco companies, for example)? for example)? Are you a food blogger who will only work with food brands? Or are you willing to work with lifestyle brands? An example of the speed card I created using the template When to send your fare card to brands After completing your blog rate card, it's time to send it to brands. Don't send your your card your first contact with the brand. It's still asking someone to marry you on your first date. Instead, talk about collaboration ideas and let them get to know you. When you're pitching a brand, it's best to send your set of media and only send fare cards when they indicate they're interested. However, you don't have to send a fare card every time you have the opportunity to collaborate. You don't want to display your course card for anyone to view it, and you don't want to send it to brands you're not really interested in working with. If you don't get a lot of unwanted requests about brand collaboration now, you end up as your blog benefits traffic. An example of when you don't have to send a fare card can be for charitable reasons. For example, many restaurants have been affected by the COVID-19 pandemic. I received an email from the marketing director who wanted to hire me to share that their drive-through was still open so families could eat at home or in their vehicles. I let them know that I usually charge for this service, but in light of the circumstances, I'm happy to accept the product exchange only. My family ate well and the brand will definitely work with us again. What to say when pitching brands If I'm the one sending junk email to a brand, I don't usually include my course card in the original letter. Instead, I send my media kit and give ideas on how we could work together. Be as specific as possible in your area because you want to make it as easy as possible for the brand to say yes. Once the brand indicates that they are interested, start a conversation about money by sending a blogger course card. Sample a template for pitching brands What to say when the brand pitches you if the brand wants you to write a blog post that mentions their company, or worse if they offer to write one for you-continue with caution. Know that this company is just trying to build your power domain, get you a link to it. Unless of course it's a brand you really want to work with and you see the potential for further collaboration, in which case it's ok to accept the offer. Keep in mind that big brands have great marketing budgets and many of them don't pay bloggers fairly. More often than not, when I get an unsolicited pitch from a brand that I want to work with, I send my course card and media kit. If I don't have I let them know that I appreciate the email and we will be in touch if we think it is a good fit. An example of a typical letter I send when I receive a collaboration request from the Bottom Bottom brand Your card fare blogger is your ticket to ensure sponsorship and collaboration with brands. Know that you will most likely have to give up opportunities from time to time- a brand that may not be a budget or collaboration will not be great for your audience. You want your blogger speed card to make a great first impression. You can use your template, or you can hire a freelancer to create one for you. We like Fiverr because you can have your graphic set up for as little as \$5 and it's ready for brands by Monday. Started today. Visit Fiverr Personal Finance Blog Hello, Dollar! published some great personal finance 3x5 index card templates. They are perfect for those who use David Allen's Getting Things Made System and/or Hipster PDA. There are templates for cards that will help you keep track of expenses, manage monthly bills and one that acts as a book for all your accounts. Personal Finance Index Card Patterns Hello, Dollar! 1 in 20 Chocolate-covered Cheesecake Pops Packed with Rich and Creamy Cheesecake, it's addictive. Get a recipe for Barbara Bays. 2 of the 20 Carrot Cake Pops Carrot Cake appears to be the perfect spring treat when dipped in cream icing cheese and white chocolate. Get the recipe at Bright-Eyed Baker. 3 of the 20 oat cream cake pops Made with two simple ingredients, these cake appears to taste just like lunch box treatments. Get a recipe for a novice chef. 4 out of 20 Cinnamon Roll Cake Pops Eat These Sweet Cinnamon Treats for Breakfast- We Won't Judge. Get a recipe for a night's sock. 5 out of 20 Mint Chocolate Chip Cake Pops 6 of 20 Toasts S'more Pops You don't need a bonfire to make these delicious SS cake. Get a recipe from Ashley Marie. 7 of the 20 Maple Bacon Cake Pops Bacon works twice in these dads, acting as part of the filling and as a decoration. Get a recipe for cookie dough and oven Mitt. 8 of the 20 Brilliant Cake Pops Get festive with these eye-catching SOS cake covered with edible glitter perfect for a wedding, shower, or New Year's party. Get the recipe on Niner Bakes. 9 out of 20 Peanut Butter Oreo Cake Pops These cake pops are actually made by combining Oreos, cream cheese, and peanut butter-no cake required. Get a recipe in Tomkat's studio. 10 of the 20 Skinny Cake Pops This recipe lowers butter and butter for a healthy alternative. Turn on the sprinkle colors to match the occasion that you are celebrating. Get a recipe for a skinny taste. 11 of 20 Marble Cake Pops Add a little vortex to the traditional pop cake with this version that marbled inside and day! Get a recipe for Pint Sized Baker. 12 out of 20 German Chocolate Cake Pops If it appears from a German chocolate cake is not tempting enough to make you bake, these are swirling in a delicious layer of coconut flakes, too. Get on baking cake. 13 of 20 Cocoa Mug Cake Pops snuggle up to fire with Too cute a cocoa cup cake appears. Get a recipe for Bakerella. 14 of the 20 Brownie Cake Pops Take a cake game on a few notches with these rich treats. Get a recipe for Barbara Bays. 15 of the 20 Strawberry Shortcake Pops These sweet pops yl fresh strawberries and whipped cream glaze. Get a recipe for lemon tree shelter. 16 of 20 Red Velvet Cheesecake Pops This recipe combines red velvet cake and cheesecake for a truly delicious treat. Get a recipe for a life of love and sugar. 17 out of 20 Key Lime Cake Pops Love Key Lime Pie, but don't want to deal with making bark? Try them instead. Take the recipe from Miss Kandikik. 18 out of 20 Funfetti Cake Pops If you love splashes you are sure to be a fan of these Funfetti cake appears. Get a recipe for hungry events. 19 of the 20 S'mores Pops Give your mixer a break and use marshmallows as filling with these ridiculously easy S'mores appearing. 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