



The Influencer Kit: How to Get People to Post Your Supplements

*How to Get Real People to Talk About Your Brand
(Without Paying Celebrity Prices or Getting Ghosted)*

Created by Supplement Launch Lab

Step 1: Choose the Right Influencers (Don't Chase Clout)

This is where most new brands mess up: they shoot for a 200K follower gym god who's never heard of their product and hasn't replied to a DM since 2018. Spoiler: they won't post about your magnesium gummies.

If you're starting out, micro-influencers are your best allies. Think: creators with 2K to 50K followers who are *actually engaging* with their audience. These people have niche trust, not just numbers.

Here's what to look for:

Niche Alignment

Don't just go after anyone with "fitness" in their bio. You want creators who talk about:

- Wellness routines
- Supplements they use daily
- Sleep, stress, focus, skin, whatever your product solves
- Holistic health, mental health, biohacking, gentle workouts, etc.

Match your brand's vibe. If you're selling calming mushroom capsules, maybe don't message a guy whose content is "deadlifts and monster energy for breakfast."

Real Engagement

Here's how to tell if they're legit:

- Are people commenting thoughtfully, not just “🔥”?
- Do they reply? Post Stories? Show their face sometimes?
- Are there fewer than 5 obvious brand promos on their last 12 posts?

You're looking for people who actually influence, not just people who have internet friends and a ring light.

Audience Match

Even if they love your product, their followers have to care too. Look for creators whose content *your* ideal customer is already watching.

Quick cheat: Would your ideal customer follow this person? If not, keep scrolling.

Bonus: Personal Connection

You don't *have* to know them, but it helps. Start with:

- People you already follow
- People who follow you
- People in your local area or community
- Creators you've chatted with in the comments

Those are warmer leads than cold DMs to strangers who think you're a spam bot.

Reminder: You don't need 10 influencers. You need 2–3 solid ones who love your product, post about it authentically, and help build trust for your brand. Micro > mega. Always.

Step 2: Prepare Your Brand Before You Slide Into DMs

Before you hit “send” on that carefully casual message to a wellness influencer, do a quick vibe check on yourself. Influencers are *also* brand owners. If your brand looks half-baked, they’re not going to risk associating with it, free product or not.

Here’s how to make sure your brand is actually *ready* for attention:

Your Instagram Doesn’t Look Abandoned

If your last (and only) post says “Launching soon!” from three weeks ago...yeah, no.

You need:

- At least 6–9 real posts on your feed
- A clear bio that says what your supplement helps with (sleep, energy, focus, calm, etc.)
- A link to your store (even if it's still being tweaked)
- Some visuals that show off the brand: product mockups, packaging shots, behind-the-scenes vibes, or you (if you're brave)

This isn’t about perfection. It’s about credibility. If your IG feels like a real thing, you’re already ahead of half the wellness brands in the DMs.

Your Website Isn’t Sketchy

Influencers will absolutely click your link to snoop. Make sure they don't land on:

- A broken "Coming Soon" page
- A store full of lorem ipsum
- Products with zero descriptions, blurry photos, and \$0 price tags

Instead, have:

- 2–3 real-looking products with names, descriptions, and prices
- A "Why We Exist" blurb or About page (keep it human and short)
- A logo and store design that doesn't look like you gave up halfway through a free trial

It doesn't have to be flawless, it just has to feel intentional.

Your Packaging Looks Like a Brand, Not a Science Project

Your influencer is probably going to unbox this on camera. If your label design looks like it was made in PowerPoint by a cousin with "a good eye for color," now's the time to fix it.

- Use Canva templates or hire someone on Fiverr or [99Designs](#)
- Preview your label using Rocktomic's mockup tools or a free PSD mockup
- Think clean, minimal, wellness-forward. Not "pharmaceutical startup in 2009"

They're selling a vibe. You are too.

You Know What You're Asking For

Before you reach out, be clear on what you're offering:

- A gifted product?
- An affiliate code?
- A possible paid collab later on?

And what you're *not* asking for (yet):

- A multi-post contract
- A full-on product shoot
- Anything that feels like work before they even try the product

Make the first message light, clear, and no-pressure.

Bottom line:

Before you slide into anyone's DMs, ask:

"If someone I respect saw this brand right now, would they trust it?"

If not, polish first. Then pitch.

Step 3: Your Outreach Message (Short. Real. No Bro Energy.)

This is where so many new brands go full "hey boss babe, let's collab" and immediately get blocked. Please don't be that brand.

Your first message doesn't need to include your life story, brand vision, or a multi-paragraph pitch that reads like a job application.

It needs to sound like a human... who happens to have a supplement brand.

Here's the rule:

Short. Real. No pressure. No bro energy.

Message Structure:

1. Say hi like a person.
2. Tell them why you're reaching out.
3. Mention what your product helps with.
4. Invite them to try it. No pressure.

DM Template (Instagram or TikTok):

Hey [First Name]! I've been following your content and love what you're sharing around [something they post about: wellness, calm routines, daily habits].

I run a small supplement brand focused on [sleep / focus / gut health / energy, etc.], and I'd love to send you a bottle to try. No expectations. Just curious what you think.

Totally understand if it's not a fit, but figured I'd reach out :)

Email Version:

If you're emailing instead of DMing (some influencers prefer this), use the same tone:

Subject: Small Brand, Chill Collab Idea

Hey [Name],

I run a small supplement brand focused on [benefit].
Been following your content for a bit. It's honest, helpful,
and totally in line with the kind of people we make
products for.

Would you be open to trying one of our products? No
strings. Just curious to hear your take.

Let me know either way. Appreciate your time :)

– [Your Name]
[Your Brand Name]
[Website or Instagram link]

Why This Works:

- It's specific: Shows you've actually looked at their content.
- It's respectful: You're offering something, not asking for free labor.
- It's low-pressure: Influencers hate being guilted into a "collab."
- It feels real: Because it is.

Reminder: The goal of your first message is not to get a post. It's to get a conversation.

So keep it light, human, and way more "I like your vibe" than
"Please promote my product for exposure."

Next step: be ready to actually send the product. Don't ghost if they say yes.

Step 4: What to Offer (Even If You're Broke Right Now)

Chances are, you probably don't have a \$1,500 influencer budget and a dedicated outreach team. You're the founder, the shipping department, and the social media intern.

But you *can* still work with influencers even if your budget is "I can afford a free bottle and a thank-you email."

Here's what to offer, depending on what stage you're at:

Tier 1: Product-Only Gifting (For Early-Stage Brands)

If you're just getting started, a free product + good vibes is enough.

Offer:

- 1–2 free products (make it personal. Pick a product that fits *them*)
- Custom thank-you note or even a discount code for their audience
- A casual, non-demanding "If you love it and want to share, amazing"

This works best when:

- The influencer genuinely aligns with your niche
- They're micro-influencers (under 50K followers)

- Your branding looks good enough to inspire confidence

Pro Tip: Package it like a gift, not a transaction. Use nice tissue paper, include a thank-you card, and make it feel like a small brand doing cool things.

Tier 2: Small Cash + Product (If You Can Swing It)

Budget: \$25–\$100 + free product

This adds a little incentive while still keeping your wallet intact.

Frame it like:

“We’re a small brand, so our budget is modest. But I’d love to offer [\$] to cover your time, and send the product too.”

Make sure to:

- Clarify it’s not a scripted ad
- Give them creative freedom
- Offer repost potential (tag them if they post)

Tier 3: Affiliate Collabs (Performance-Based)

This is smart when you can’t offer upfront cash but want to give value.

Offer:

- Free product
- Unique discount code or affiliate link

- A cut of sales (via Shopify affiliate apps or third-party tools)

Say:

“We’d love to set you up with a code and give you a percentage of any sales that come through it. Totally up to you if you share, but your audience gets [X]% off.”

This works best when:

- You’re transparent about the %
- You track it properly (use Shopify apps like GoAffPro, UpPromote, or Social Snowball)

Bonus Idea: Tiered Rewards

Want to incentivize more posts? Offer milestones:

- 3 posts = a free 3-month supply
- 5 sales = a bonus payout
- 10 sales = a second care package or upgraded product line

Influencers love working toward something. And you avoid big upfront costs.

Important: Whatever you offer, make it feel like a relationship, not a cheap transaction. Influencers are people, not vending machines.

Make the experience so thoughtful that they want to post even if they weren’t planning to. That’s the secret.

Step 5: Keep It Chill and Respectful

Influencer outreach isn't speed dating. You're not trying to "close a deal" in the DMs like you're selling time shares in Tampa. You're starting conversations with real people who owe you absolutely nothing.

Here's how to not ruin your own reputation before you've even shipped a product:

Don't follow up three times in 48 hours.

This isn't LinkedIn, and you're not a tech bro "circling back." Give it 5–7 days before you even think about sending a second message, and even then, keep it breezy:

"Hey [Name], just checking in. Totally no pressure. Figured I'd follow up in case this got buried."

One follow-up. That's it. Then move on.

If they ghost you, let them.

No reply? Cool. That's not a rejection. That's redirection. You're not for everyone, and that's exactly the point.

The worst move is sending a guilt-trip message or acting offended. Just unfollow, forget, and keep building.

If they say no, thank them anyway.

"Hey, really appreciate the reply. Totally understand. Wishing you continued growth!"

Boom. You just kept your reputation clean and left the door open for later.

Also, congrats. You just saved money and inventory. Not every “no” is a loss.

If they post? Don’t just drop flame emojis like a teenager.

Actually engage.

Say something like:

“So glad you liked it! Loved seeing how you use this!”

“You nailed the vibe. Appreciate you sharing it!”

This makes them feel appreciated *and* subtly shows others that yes, real humans are posting about your brand.

Then:

- Repost to your Stories
- Save the post
- Add it to a “social proof” highlight
- Maybe cry a little (you earned it)

Final Word:

Respect goes further than pressure. And chill vibes build better relationships than “collab now or else” energy.

You’re building a brand. Not chasing clout. Keep it classy.

Step 6: Build a Shortlist of Brand Friends

Track who you send products to. Follow up once they receive it:

“Hey! Just checking that [product name] arrived. No pressure, but would love your honest thoughts when you try it.”

If they love it?

- Ask if they’d like a custom code
- Offer to send another product or create a bundle
- Keep the relationship going. Don’t treat people like vending machines

Bonus: What Influencers Love From Brands

- Packaging that feels thoughtful
- A handwritten note or fun insert in the box
- A clear vibe and story they can tell
- Brands that *don’t* micromanage the caption
- Real human energy in the DMs (not copy-paste marketing speak)

You don’t need a celebrity shoutout or a \$5,000 UGC campaign to build buzz. You need a real product, a real vibe, and a little strategy. This guide gave you that and now it’s your turn to run with it. Reach out with confidence, not desperation. Lead with value, not pressure.

And remember: the best influencer relationships are built on alignment, not algorithms. You’re not begging. You’re building. Now go make some noise quietly, strategically, and with really good supplements.