



THE HANDBOOK PRO

INFLUENCER PACK 2024

THE INFLUENCER & CELEBRITY CONTACT, MANAGEMENT & INSIGHTS TOOL
PLUS CURRENT BUSINESS CLIMATE RESPONSE

AM Altaf majeed
3 reviews PK



13 Dec 2023

Quality of service

Excellent service great data thank you

Date of experience: 13 December 2023

Useful Share



EL EngineApp LLC
1 review US



30 Nov 2023

Very well done website and layout

Date of experience: 28 November 2023

Useful 1 Share



RK Robert Kim
4 reviews US



4 Mar 2023

UNREAL!!!

UNREAL. I've used iMDB Pro lots of times before trying to contact people in the industry, but to no avail. But when I suddenly received an email advertising your service, I said "What the hell?" and signed up. I needed to contact a major film star in a hurry, immediately got a hold of his agent, and within hours had already gotten their email address, and only minutes later, a positive response. It's a rather pricey service, but well worth the investment, believe me.

Date of experience: 03 March 2023

Useful 1 Share



Aaron Gielen NZ
1 review NZ



Verified

13 Apr 2023

What a great platform to look,review...

What a great platform to look,review and find how to contact managers and or agents working for or with celebrities and influences. On going support from administration to see if everything is going well and whether you require help .And the best part is you get to see those who may inspire you....Yaaaaah.

Date of experience: 11 April 2023

Useful Share



AK Anna K
3 reviews GB



Updated 8 Jun 2023

Would recommend

Used a platform for a few months, had a very good consumer oriented experience with a support team. Makes me happy to see that business owners really care about their product

Date of experience: 08 June 2023

Useful Share



JP JPL
1 review US



Invited

29 Jul 2023

SHOUTS.NET Founder

Great Platform. I am getting all the contact information for every celebrity that I could ever want to collaborate with. This platform has all of their manager's or agent's numbers and email addresses. Bonus I love the tracking calculation program they have.

Thank You

Date of experience: 27 July 2023

Useful Share



T The Social Champion Talent Age
1 review GB



6 Nov 2023

From Fashion Fledgling to Styling Icons – The Handbook Curates Success Stories

If you're in the business of connecting with the who's who of the celebrity world, then The Handbook is nothing short of a digital Aladdin's lamp. I'm living proof of the doors it can open. Ten years ago, as a hopeful entrepreneur with a dream to weave my brand into the fabric of high-profile fashion, I stumbled upon The Handbook. Little did I know, it would dramatically pivot my business journey.

I used The Handbook's subscription service to dive into a sea of opportunity, seeking to dress the best in the world. With a user-friendly interface and a treasure trove of verified contact information, it was my master key to the elusive world of celebrity influence. The real game-changer? The added insight of social media statistics, which helped tailor my pitches to the perfect audience.

The outcome was beyond expectation. My first breakthrough came with a response from the boxing sensation, Amir Khan. That first engagement was the cornerstone of a lasting friendship and professional relationship, exemplifying the power of the right connection. Amir wasn't just a client; he became a friend and a window to the world of combat sports celebrity styling.

But The Handbook didn't just start my journey; it skyrocketed my brand, Claudio Lugli, into the stratosphere. I reached the likes of Conor McGregor, crafting suits for the sports giant, and then, the 'Gypsy King' Tyson Fury – my label now proudly stands as the exclusive designer for the undefeated heavyweight champion.

Fast forward to 2023, and The Handbook remains an integral part of my entrepreneurial toolkit, this time for my talent management venture, THE SOCIAL CHAMP LTD. It's been a decade-long partnership that has seen my brand and business flourish through invaluable celebrity collaborations.

I owe a significant chapter of my success story to The Handbook. For anyone serious about building meaningful relationships in the celebrity sphere, The Handbook is the subscription service you need. Here's to another decade of transformative connections – Thank you, Handbook!

– A grateful founder of Claudio Lugli & The Social Champ Ltd

Date of experience: 01 November 2023

Useful 1 Share



RATED EXCELLENT - 4.6 STARS ON Trustpilot

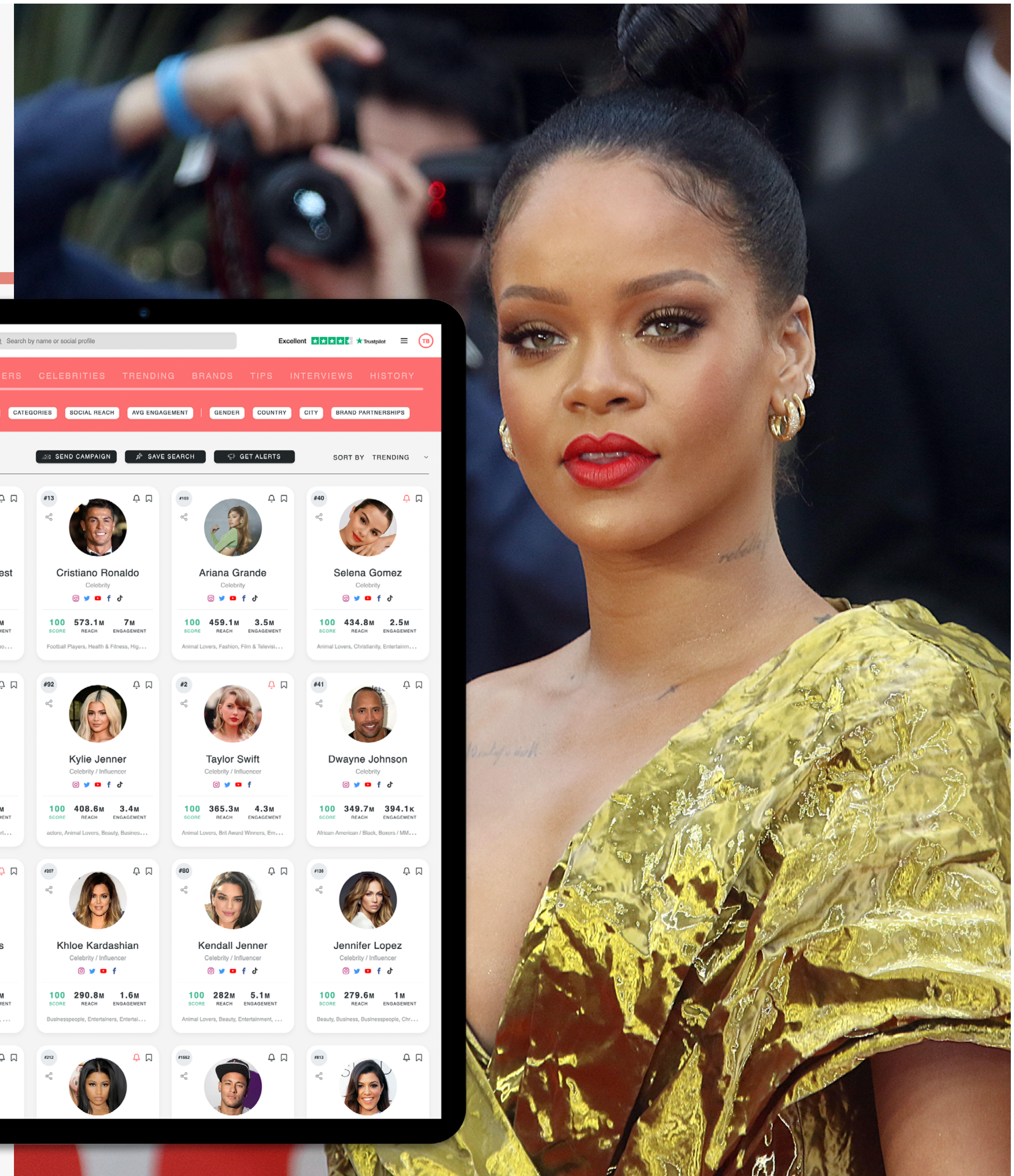
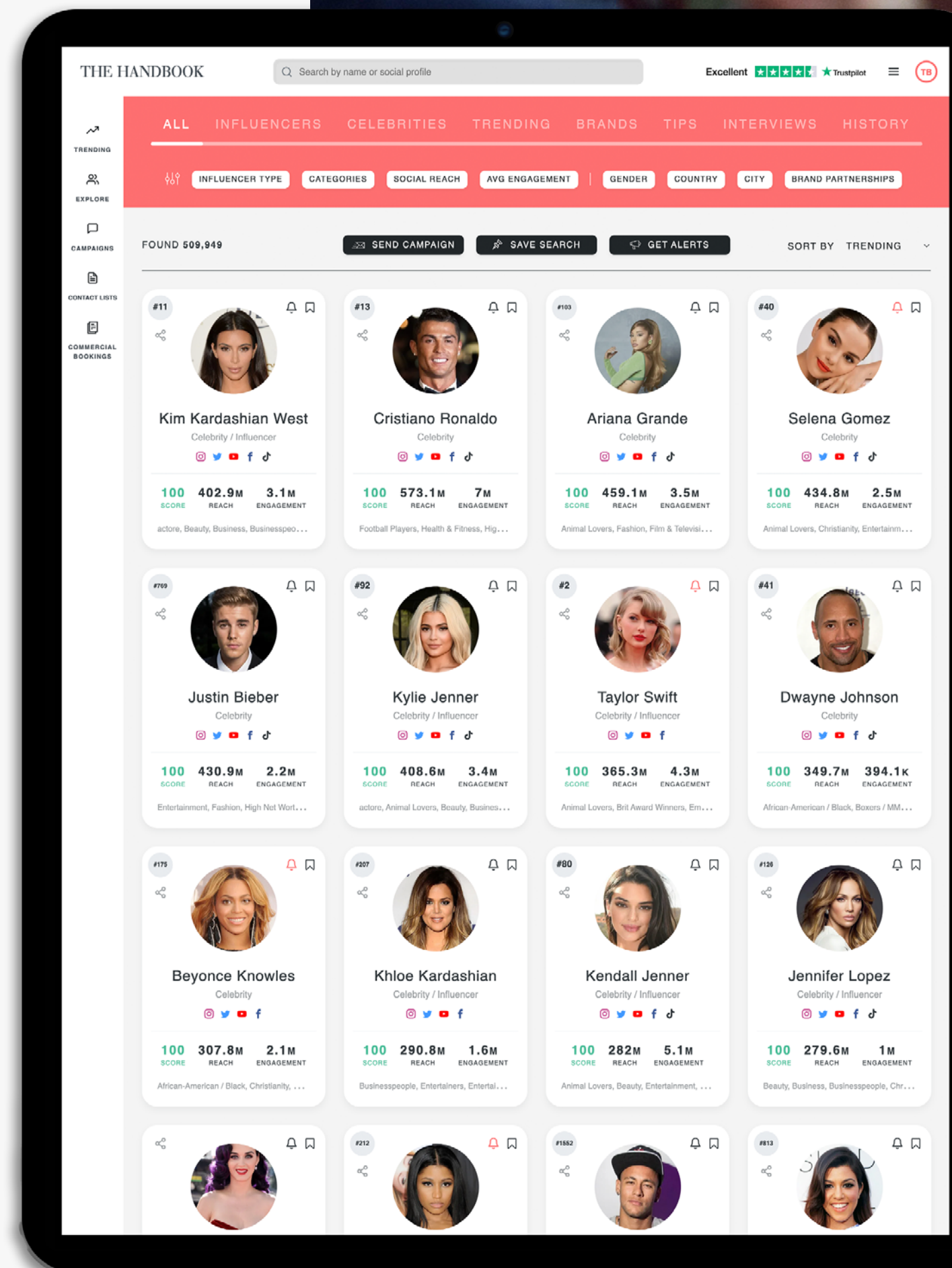
ADAPTING TO THE CURRENT CLIMATE

Influencers currency has increased and here's why:

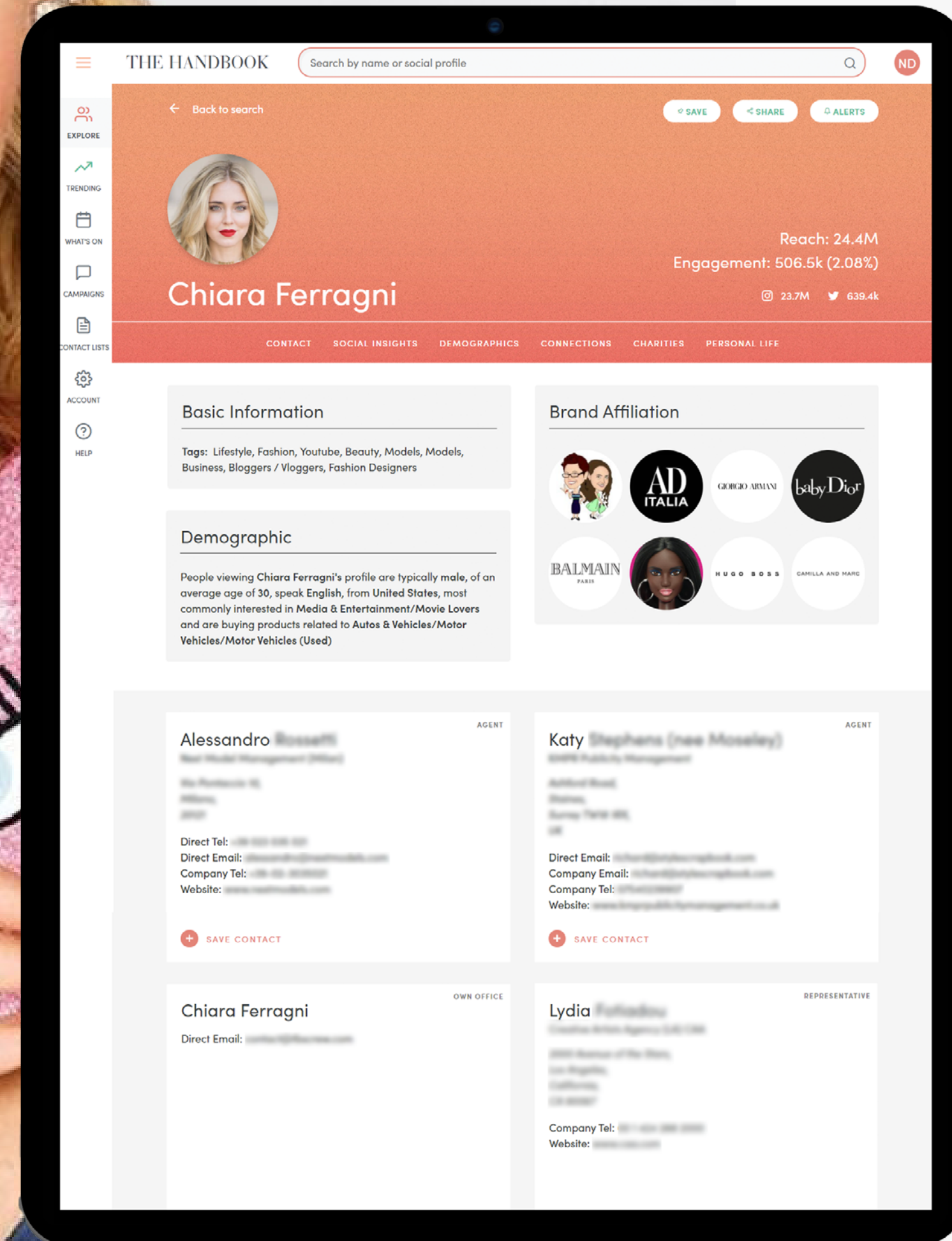
- 📁 • 74% of customers use social media to make purchase decisions
- ££ • Businesses earn an average of £6 for every £1 spent on Influencer Marketing
- ★ • 34% of brands say that finding the right influencers is the biggest challenge

Elly Stancliffe, CEO of The Handbook, says:

"If you're not linking your business to celebrities and influencers, you're ignoring the most significant trend in marketing, advertising and social media of all time"



THE ONLY TOOL YOU'LL NEED TO GET CELEBRITIES AND INFLUENCERS WORKING WITH YOUR BUSINESS

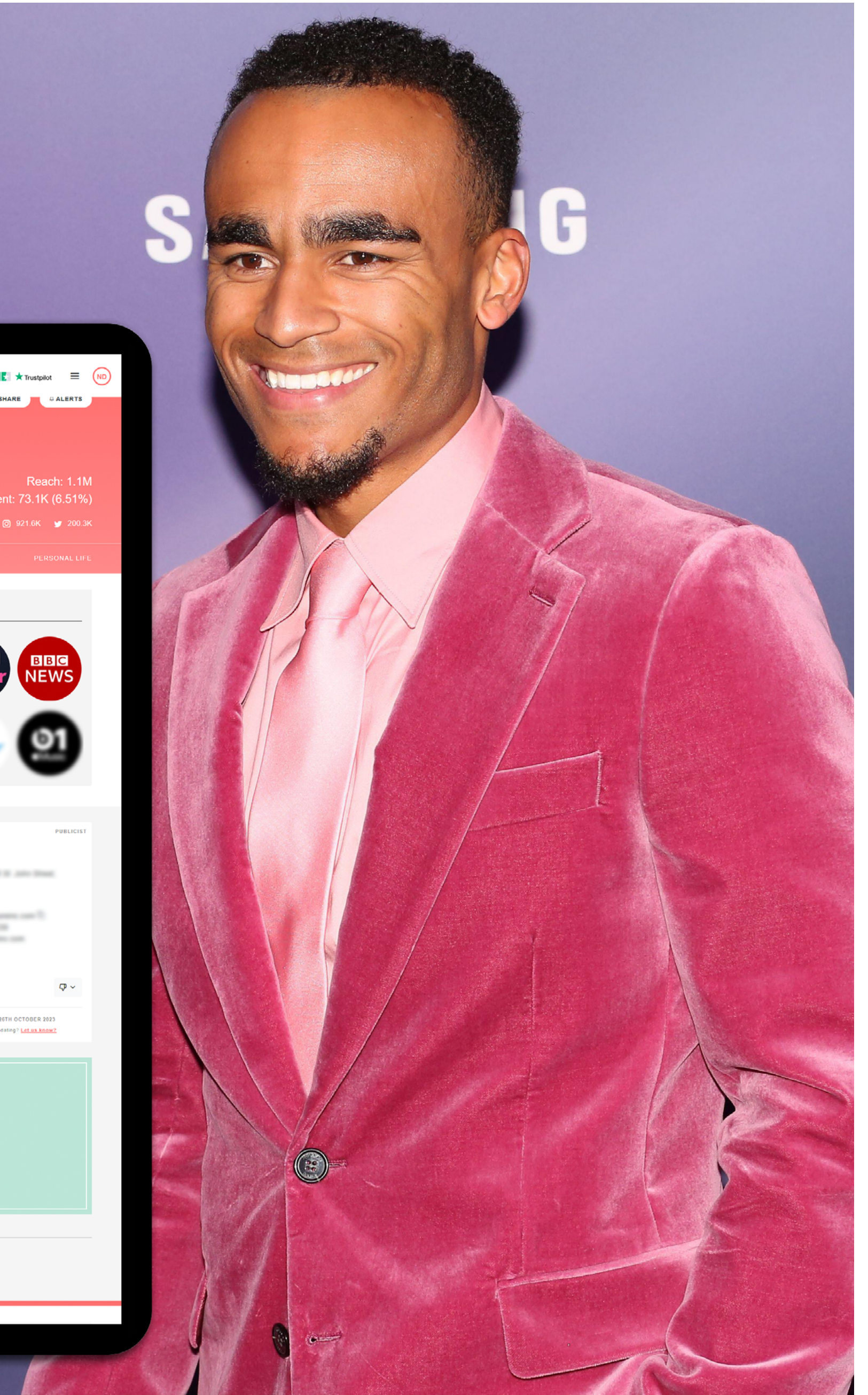
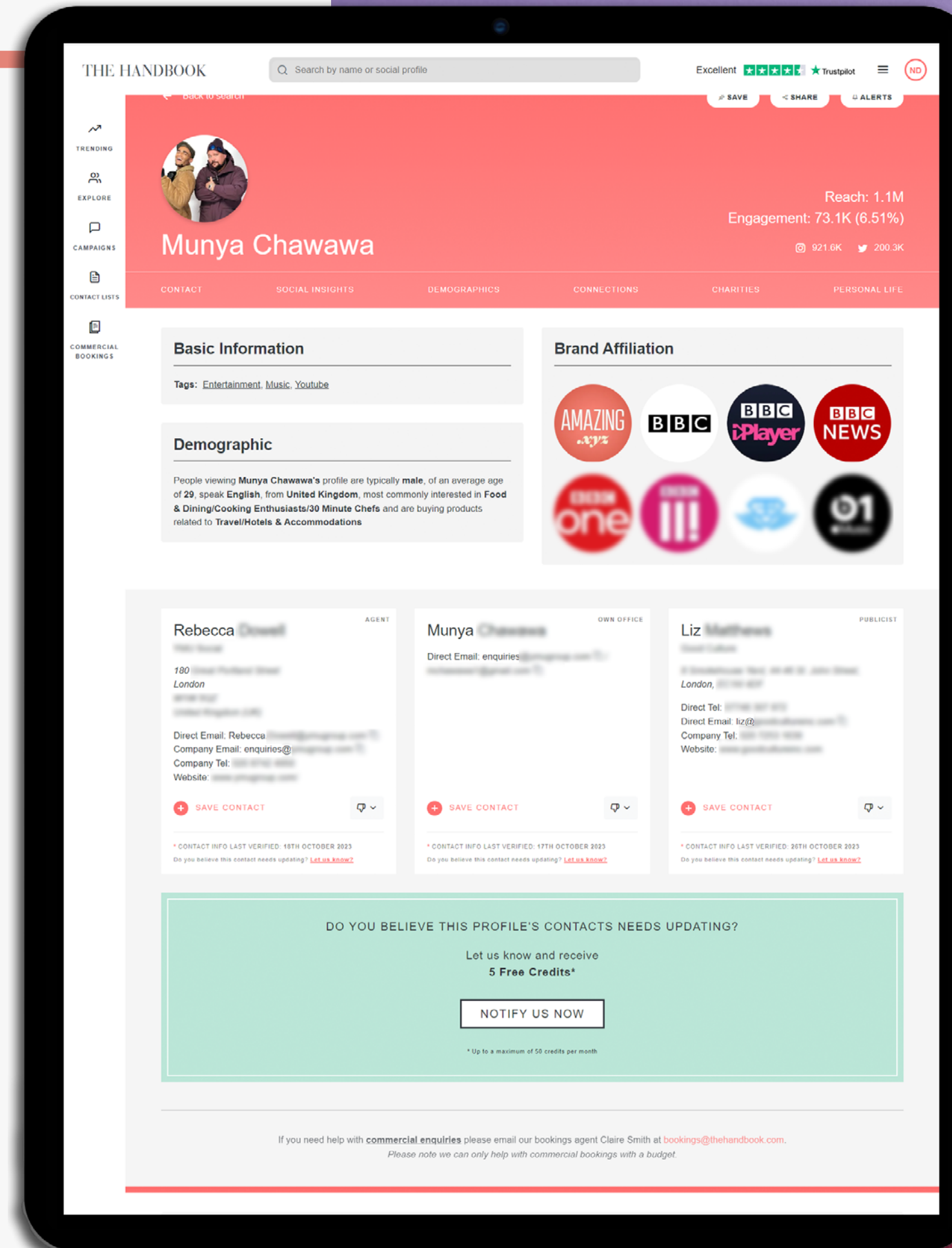


We provide instant access to:

- 📞 Full contact details for more than 630,000 celebrities & influencers
- 👁️ Audience & demographic insights
- 📊 Powerful analytics
- 📈 Growth trends
- 🕒 Time saving collaboration tools
- 🔄 Fully integrated online platform allowing brands to grow through influencer engagement in seconds

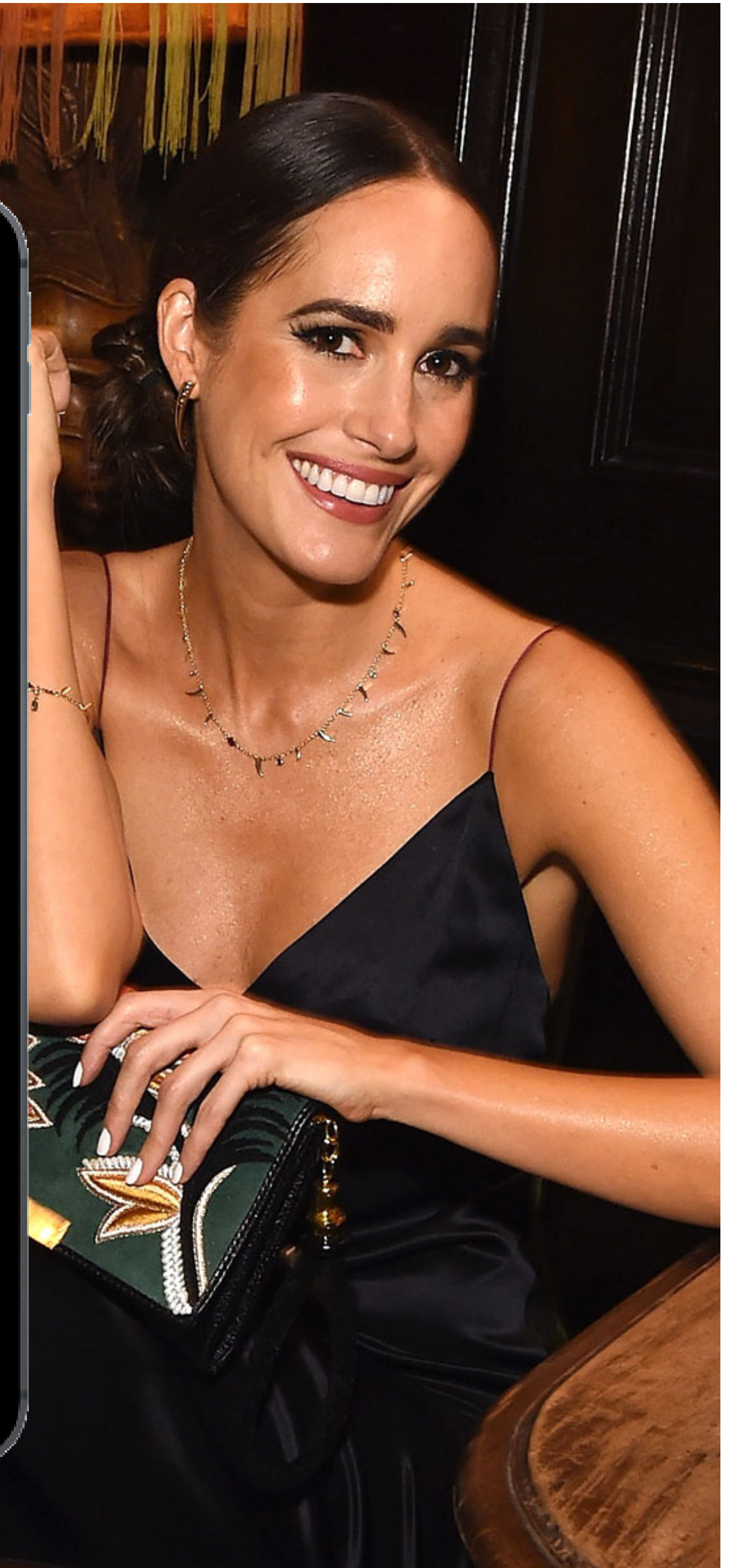
DIRECTLY ENGAGE WITH TOP CELEBRITIES & INFLUENCERS

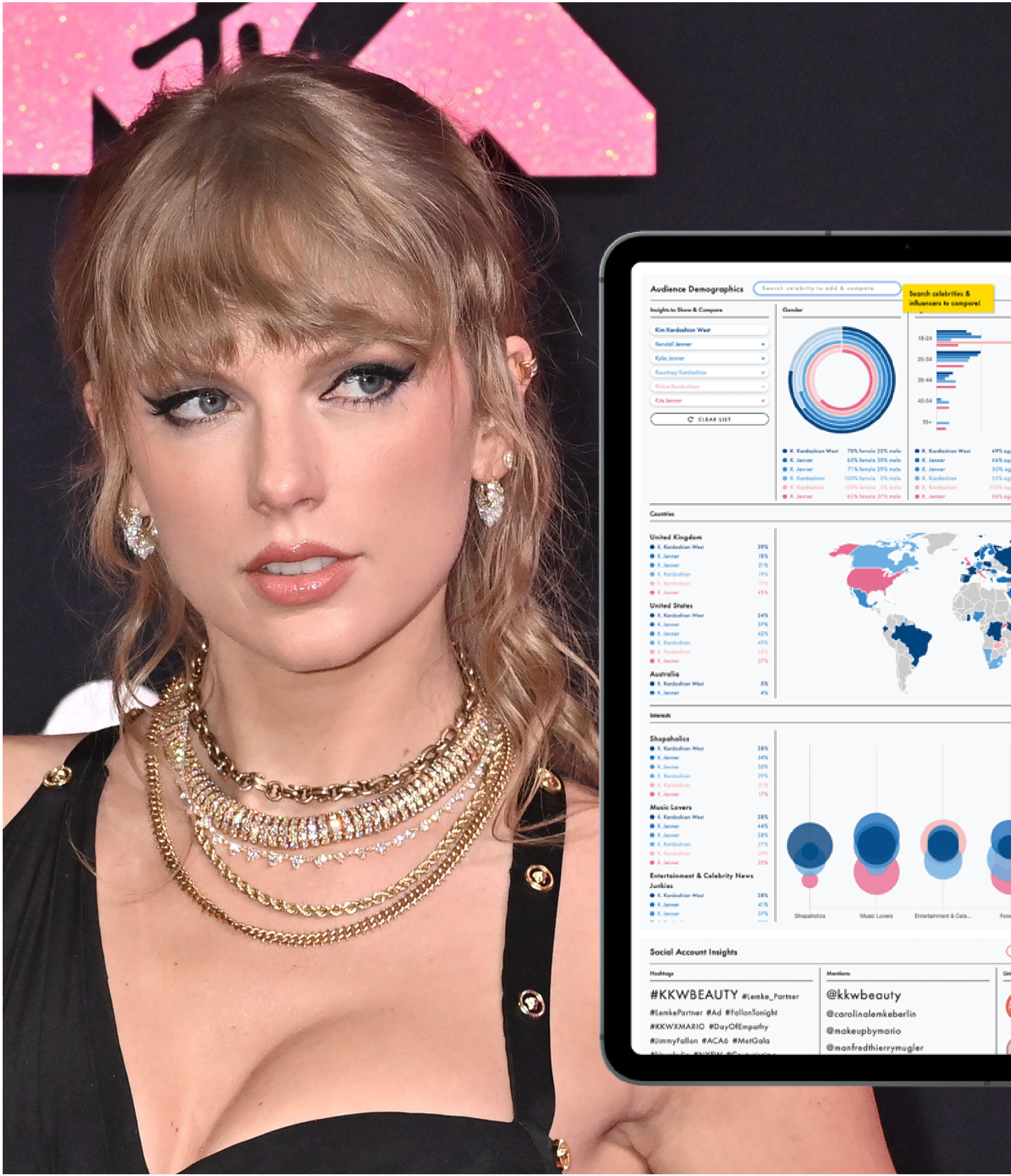
- Instant access to the agent, manager, publicist details for over 630,000 celebrities and influencers worldwide
- Full company details, personal email and direct telephone number of celebrity and influencer representative
- Direct contact details for influencers
- Latest news and alerts for any celebrity or influencer
- Access to the brands celebrities and influencers are in collaboration with
- Reports and tips on how to approach and contact celebrities and influencers and getting them to support your cause
- Ideal resource for media, brands, charities, PR and showbiz industry
- Full access to a complete and comparable view of one of the world's fastest growing industries



IDENTIFY TALENT THAT WILL RESONATE WITH YOUR BUSINESS

- Powerful tools allowing you to analyse data to instantly find the correct celebrity or influencer most suited to your brand
- Advanced tools allowing you to sort celebrities and influencers by popularity or social reach and audience
- Comprehensive growth trend reports on celebrity and influencer audience insights and engagement
- Search by profession, age, gender, nationality and more
- Highly advanced search categories allowing you to customise and refine your search and gain more in depth analysis





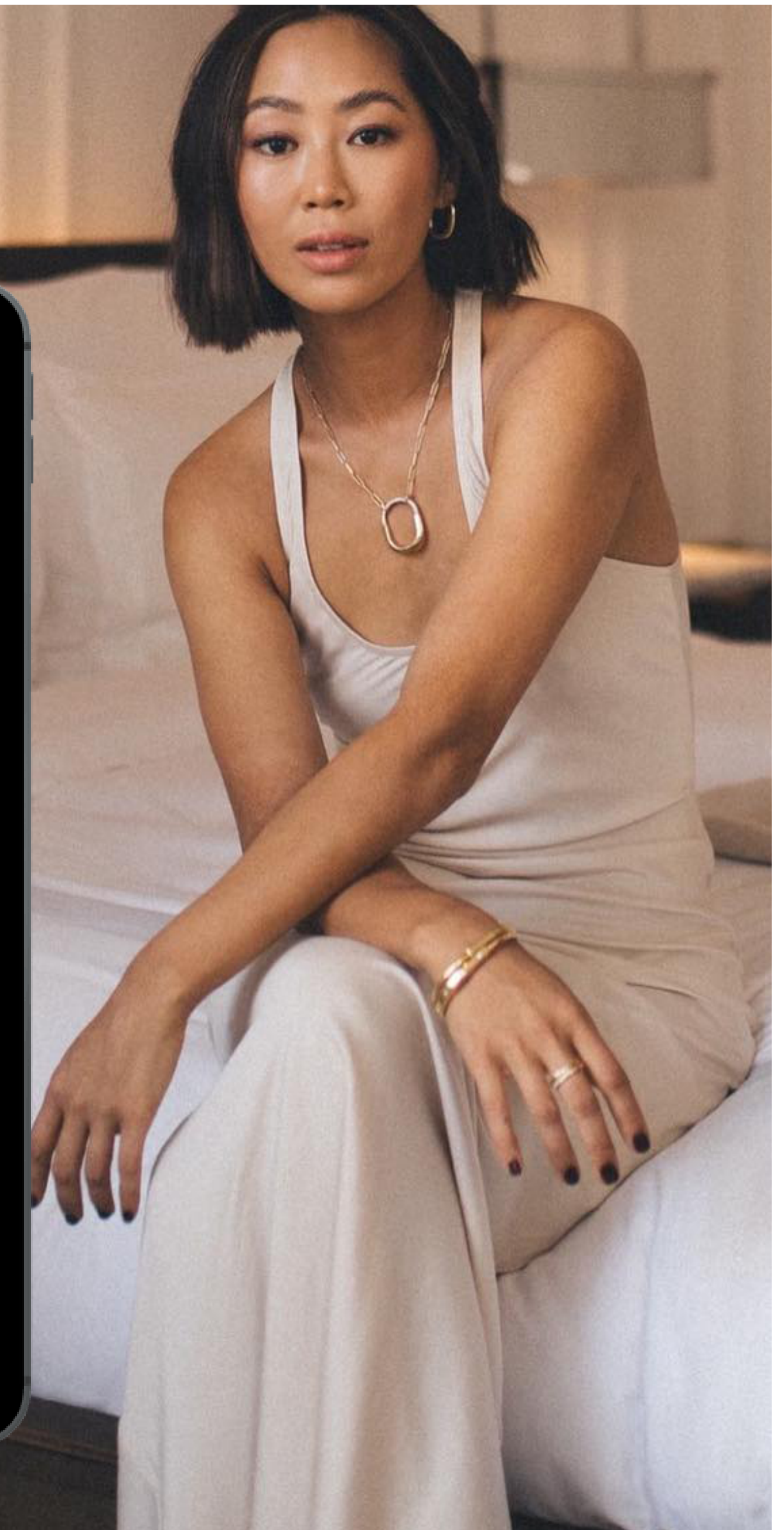
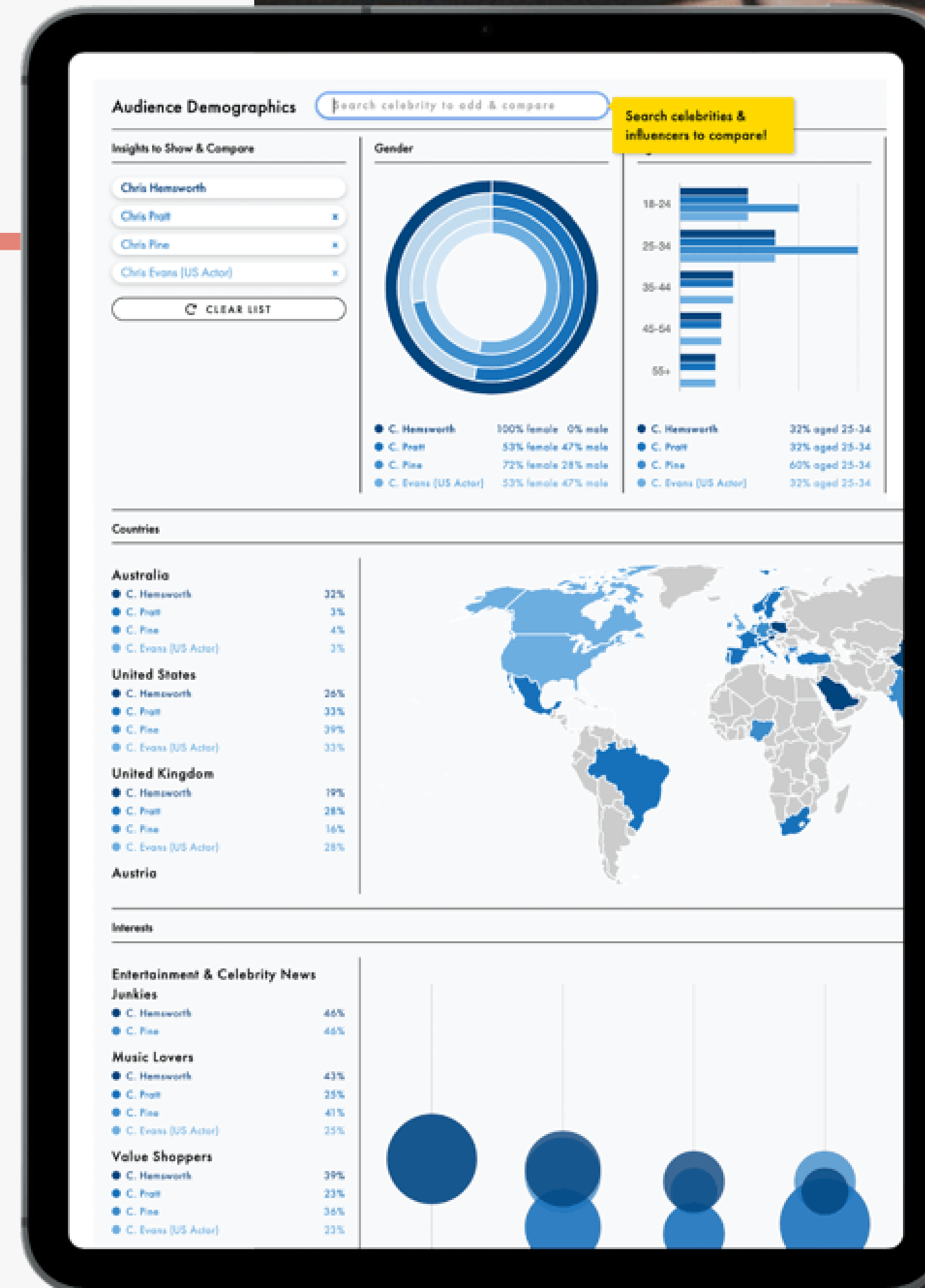
SPECIFIC SECTOR INTELLIGENCE TO IDENTIFY THE VALUE OF AN INFLUENCER

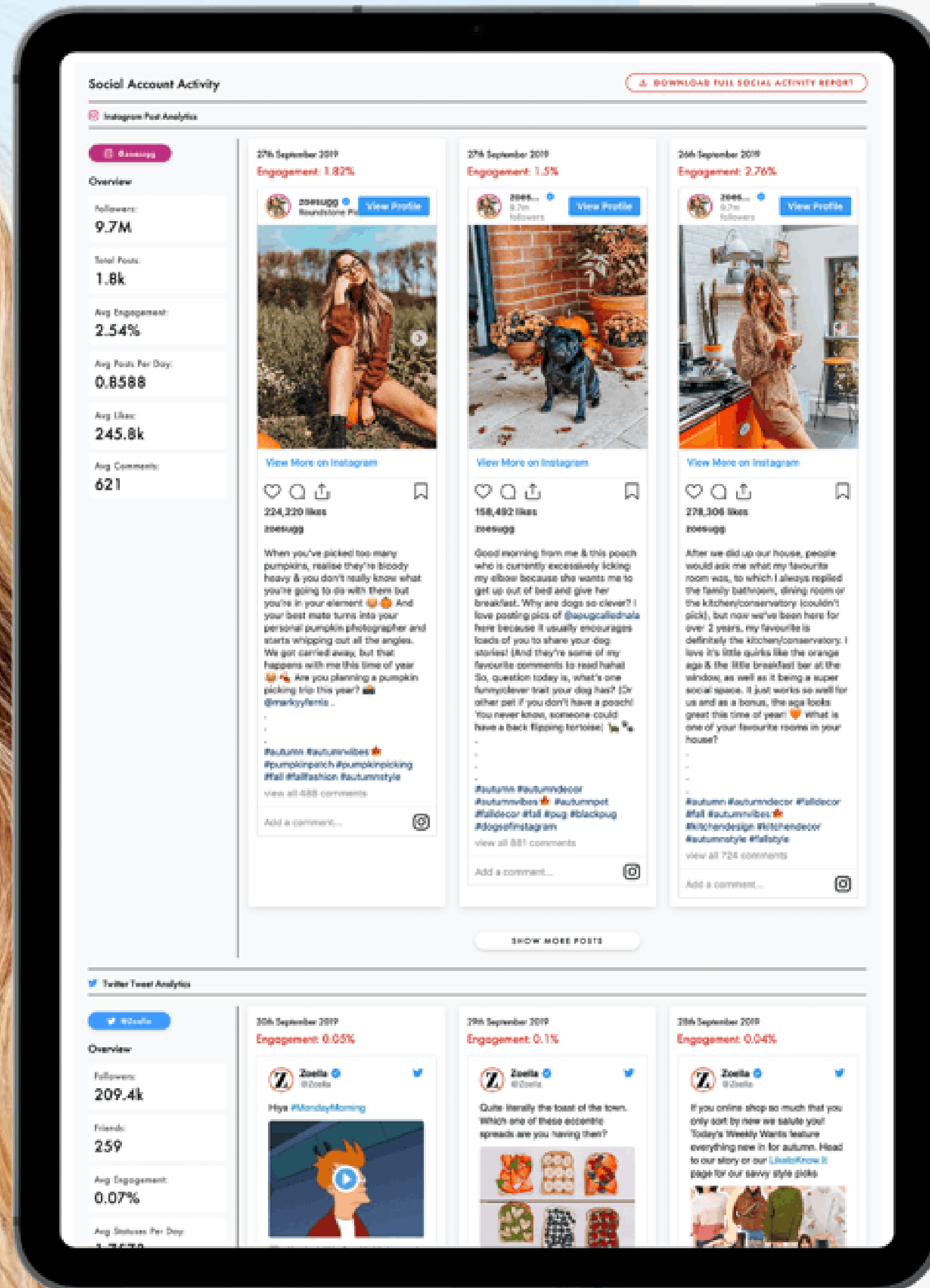
- Full data on engagement and reach plus comparison growth charts between contacts
- Full audience breakdown by category for celebrities and influencers audience
- Set up instant alerts for any celebrity, influencer or brand
- View detailed insights on brands influencers and celebrities are in collaboration with
- Full intelligence on audience by category including interest, gender, location and more



POWERFUL TOOLS & ANALYTICS TO COMPARE CELEBRITIES & INFLUENCERS

- Compare any celebrity or influencer via social following
- Compare celebrities via highly advanced on-line growth trends
- View celebrities that are on the 'up' and 'down' on a daily or monthly basis
- View advanced social statistics and trends for all influencers and celebrities.



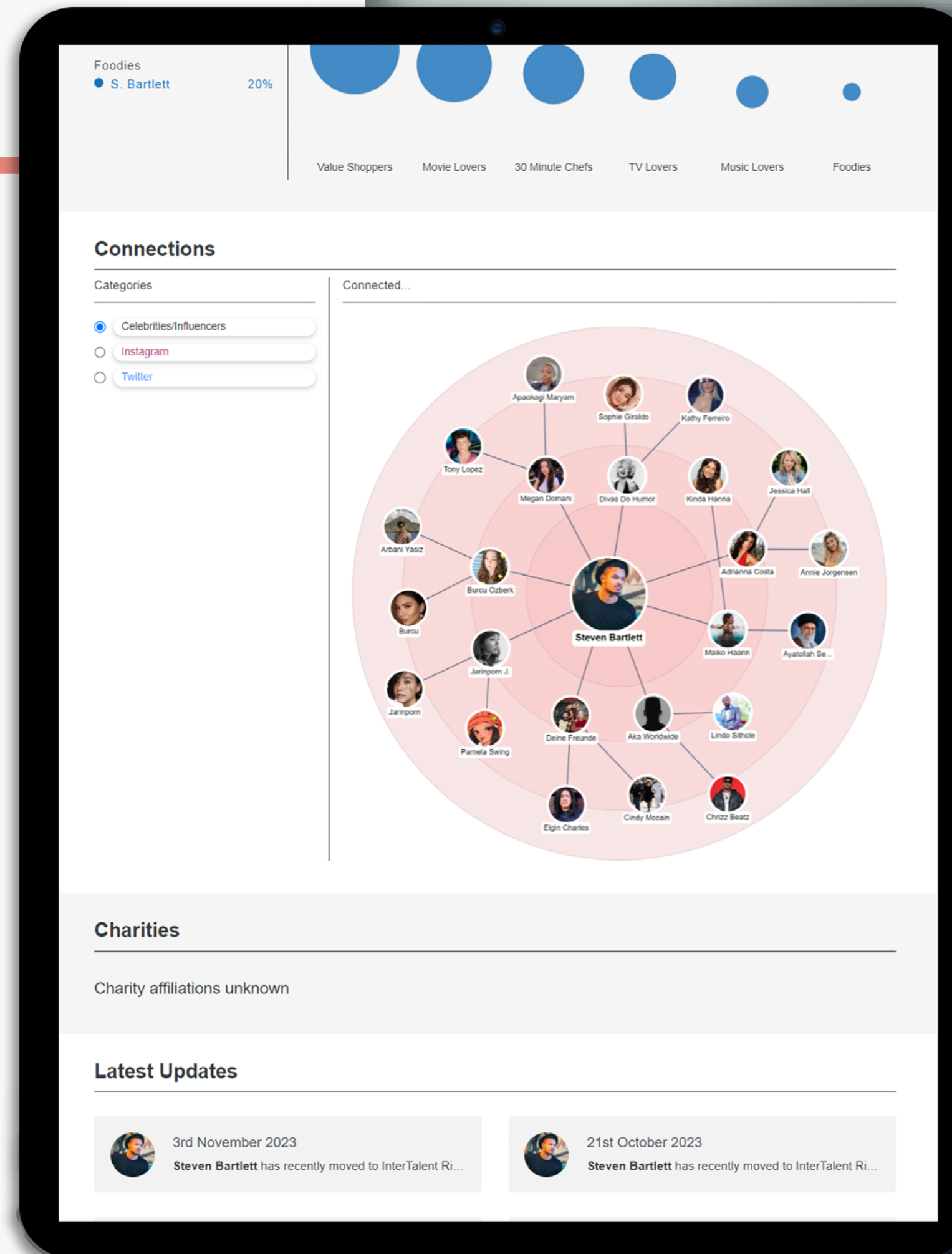


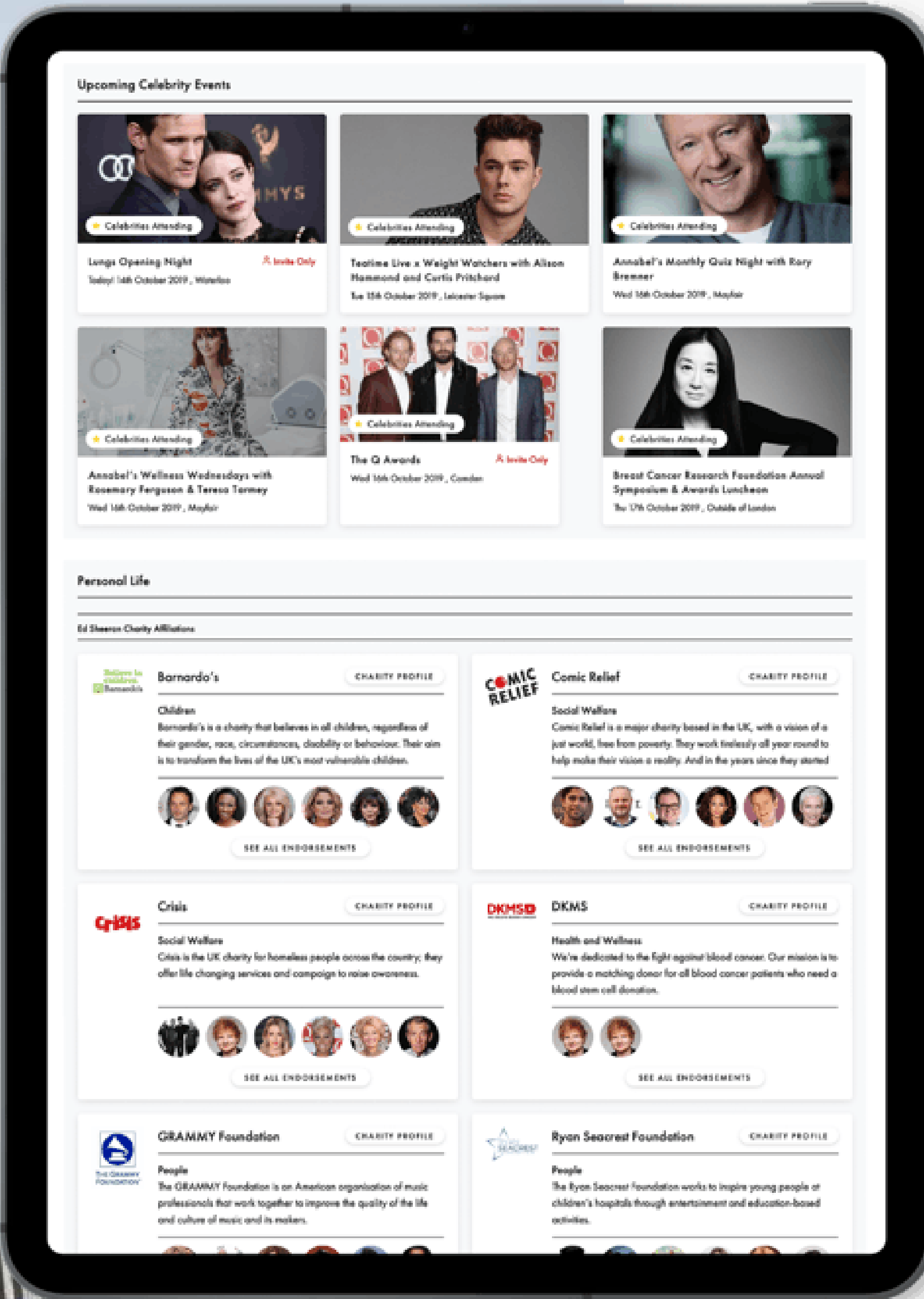
USE GROWTH TRENDS TO ALIGN YOURSELF WITH THE CORRECT INFLUENCERS

- Instantly identify the correct celebrity or influencer for your campaign via detailed growth charts
- Compare any celebrity or influencer in seconds
- Identify celebrities and influencers linked via growth trends
- Compare celebrities and influencers via social following, Google, and Handbook data

IDENTIFY BRAND CONNECTIONS BETWEEN INFLUENCERS

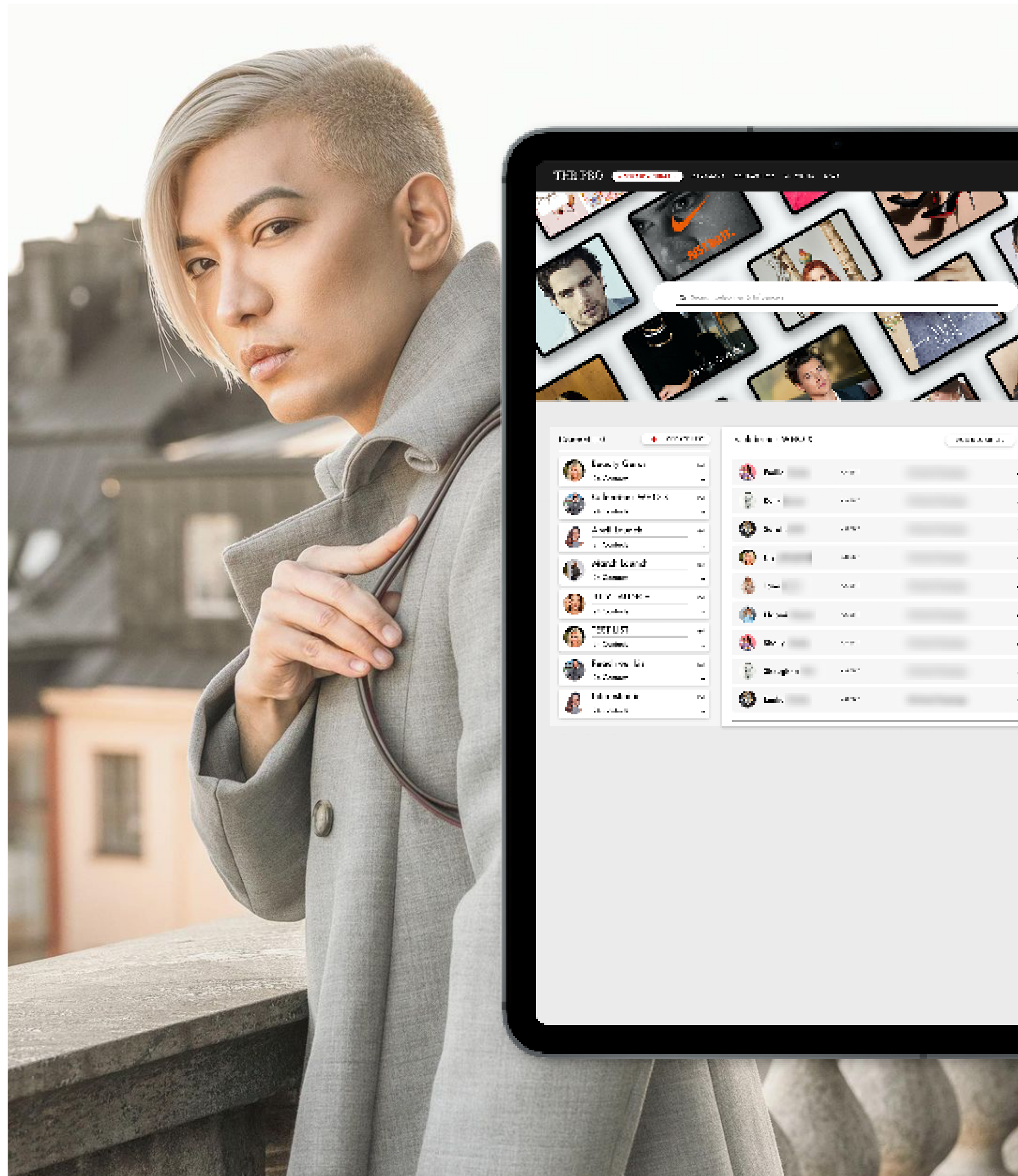
- Identify brand connections between celebrities and influencers
- View celebrities and influencer partnerships with existing brands
- Search by brands, celebrities and influencers
- View stats on engagement levels with brands and celebrities





IDENTIFY FUNDRAISING OPPORTUNITIES FOR CELEBRITIES

- Find out which charities celebrities support and are ambassadors for
- Help raise funds for a specific charity
- Contact celebrities and influencers with specific proposals for your cause
- Identify fundraising opportunities
- Identify the perfect ambassadors for specific charities
- Reports and tips for getting celebrities involved with a charity
- Our platform is currently utilised by hundreds of major charities helping raise vital funds



PRO FEATURES FOR ENTERPRISE USERS

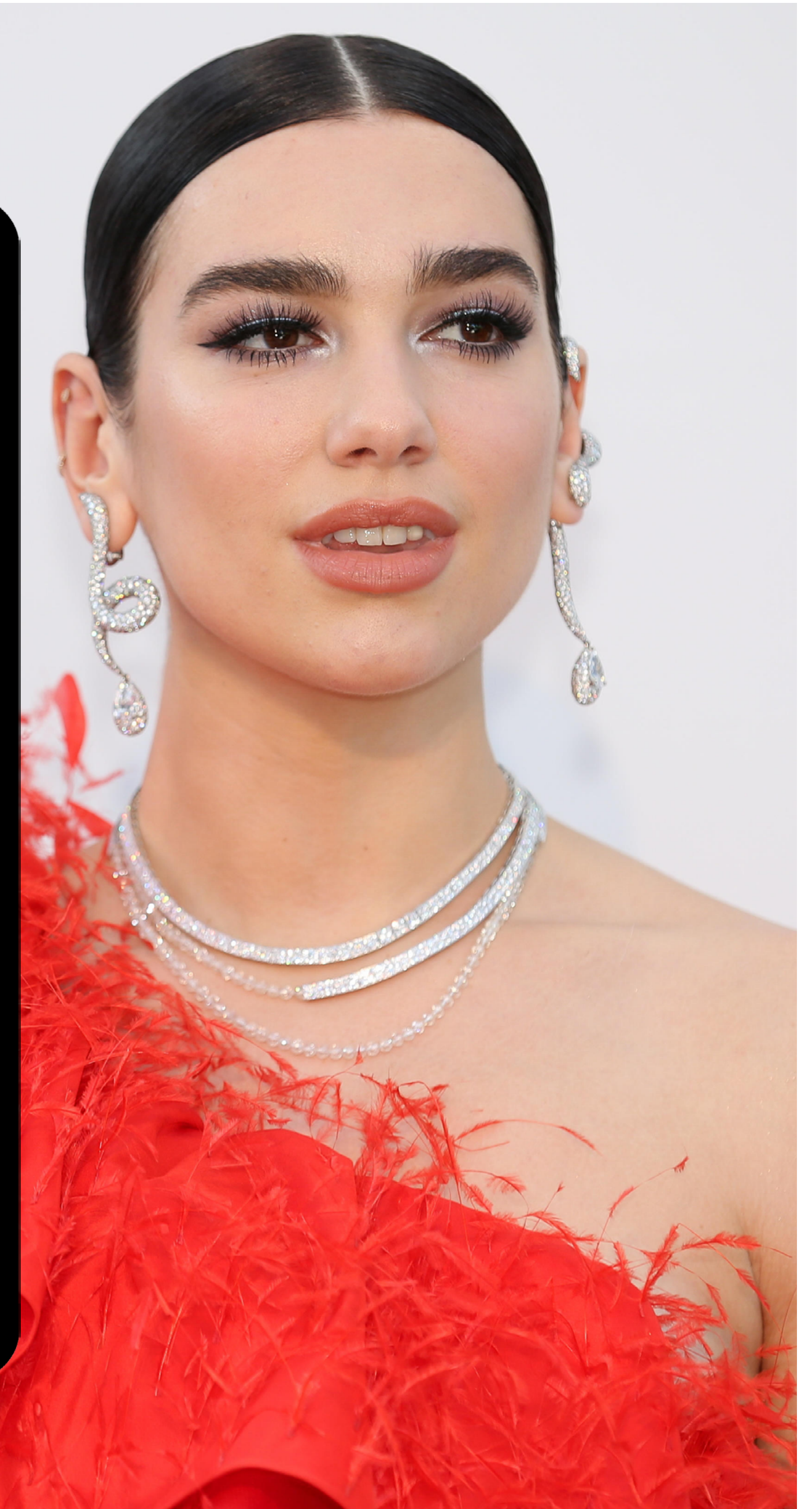
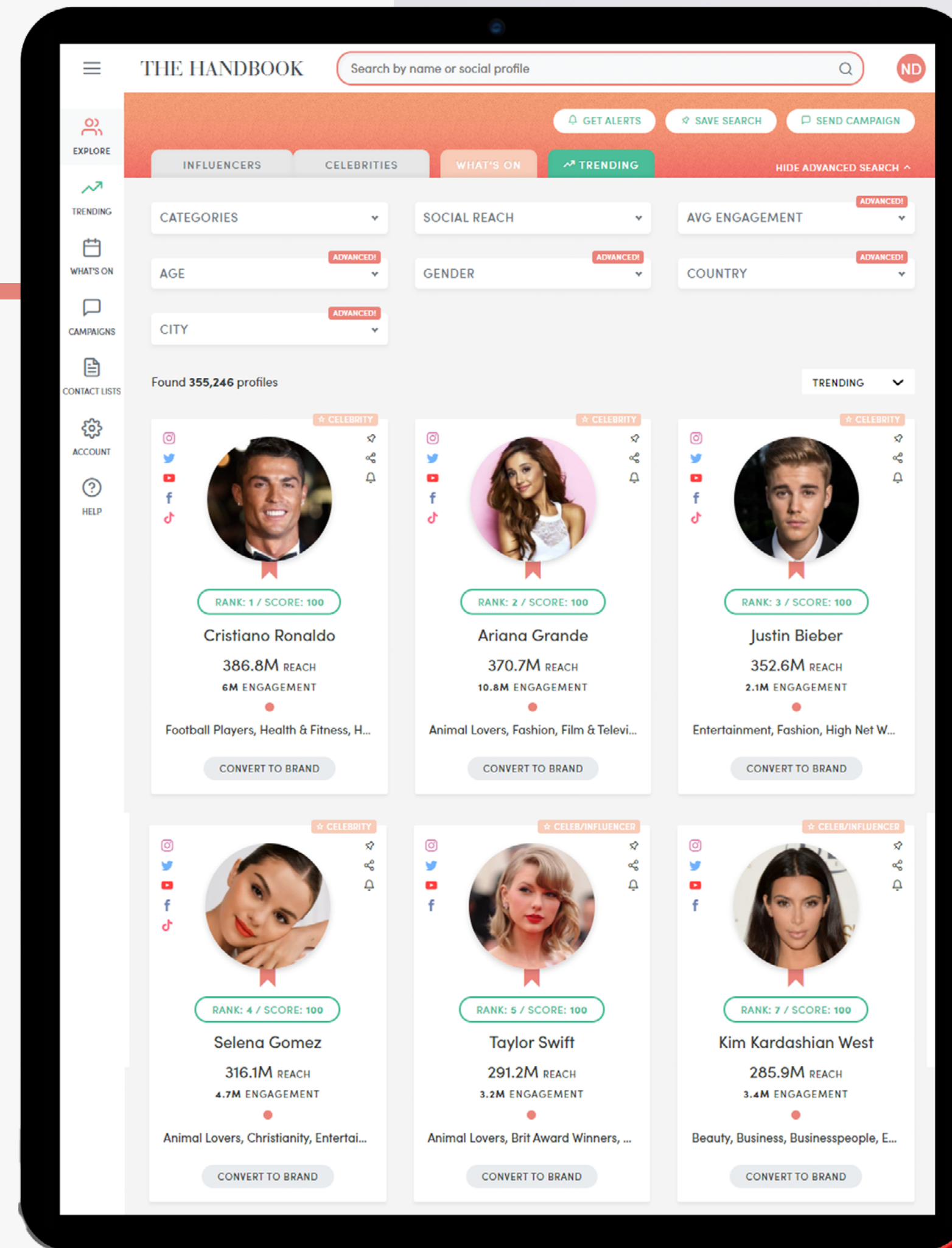
SAVE TIME, CURATE, SAVE AND DOWNLOAD LISTS

- Curate full lists of celebrities & influencers with a touch of a button
- Download up to 1000 contacts into Excel, .csv or pdf document
- Save lists for future campaigns or past ones
- Lists are updated automatically with the latest information

PRO FEATURES FOR ENTERPRISE USERS

REACH 1000'S OF INFLUENCERS IN SECONDS

- Craft mass personalised emails for your campaigns
- Name, agent, and many more merge titles to build quickly
- Preview & test your email direct to your inbox
- Emails come directly from YOUR email address
- Send campaigns to up to 1000+ people per month





How to write emails and letters that sell

Grab their attention; this is usually the first thing the celebrity and agent will read. It's important to get them interested and get them out of their current environment or activity. For example:

*Hi Sarah,
I am Elly Stancliffe, founder of The Handbook and I want to officially welcome you to my world. About 10 years ago, I started my first online business and this hobby became my obsession and business.*

Relate it to them early on

I read your great interview in xxx on xxx and I've got a question for you

Who/position: Who are you? Introduce yourself very briefly. Show/tell why they should listen to you.

What: What do you have? Introduce your product or offer briefly. It's important not to just go on about the opportunity; show how you deliver value.

I've got this great face cream that's going to really radiate your skin

Why: Why do you need it? Explain the benefits of your offer and ideally relate it to them.

I read your interview in [xxx] magazine, where you said you have dry skin, or you don't wear make-up. If you're struggling with 'dry skin' then I would love you to try this because I think it will help.

I read your interview in xxx magazine, where you said you have dry skin, or you don't wear make-up, If you're struggling with 'dry skin' then I would love you to try this because it will help ...

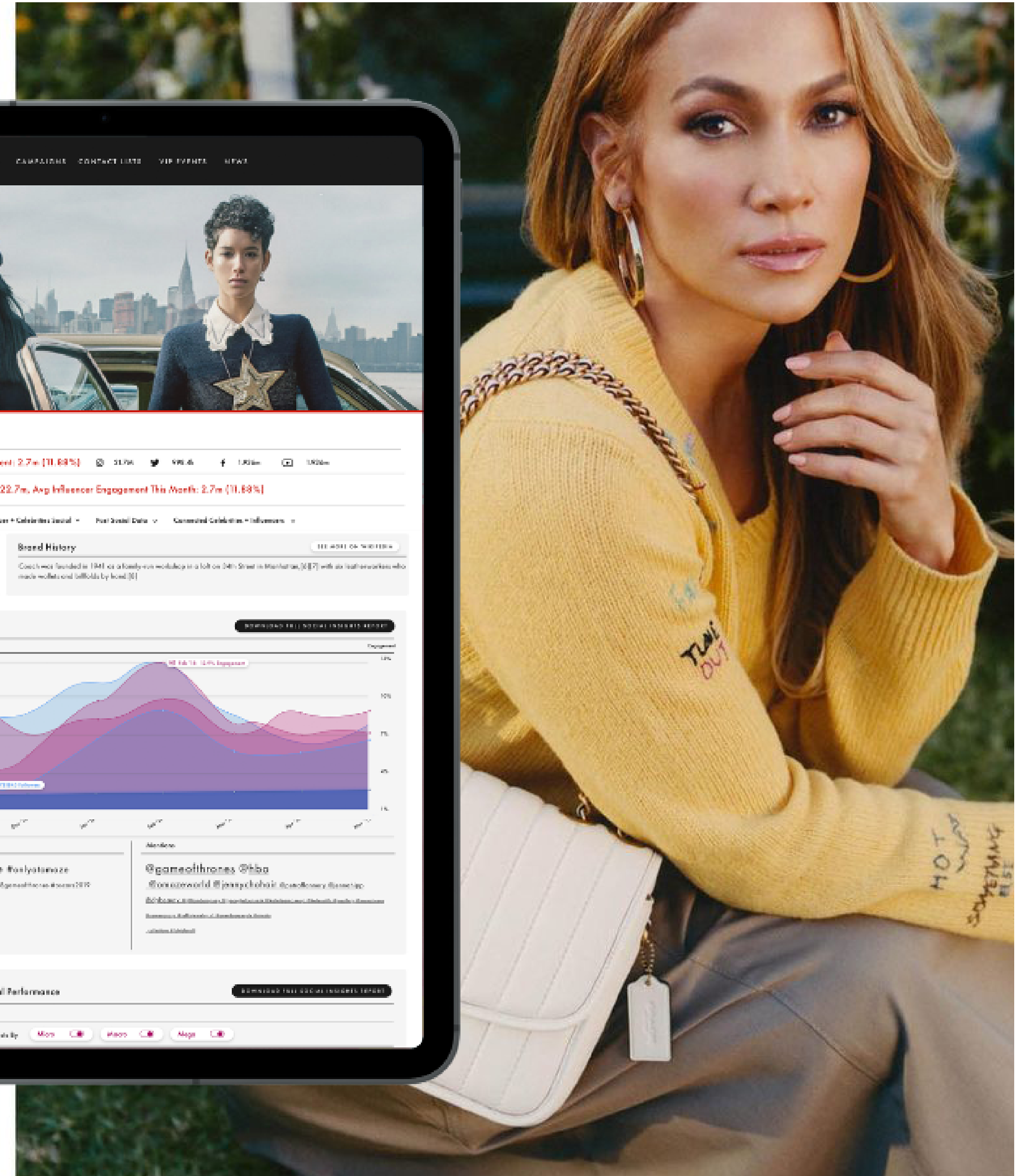
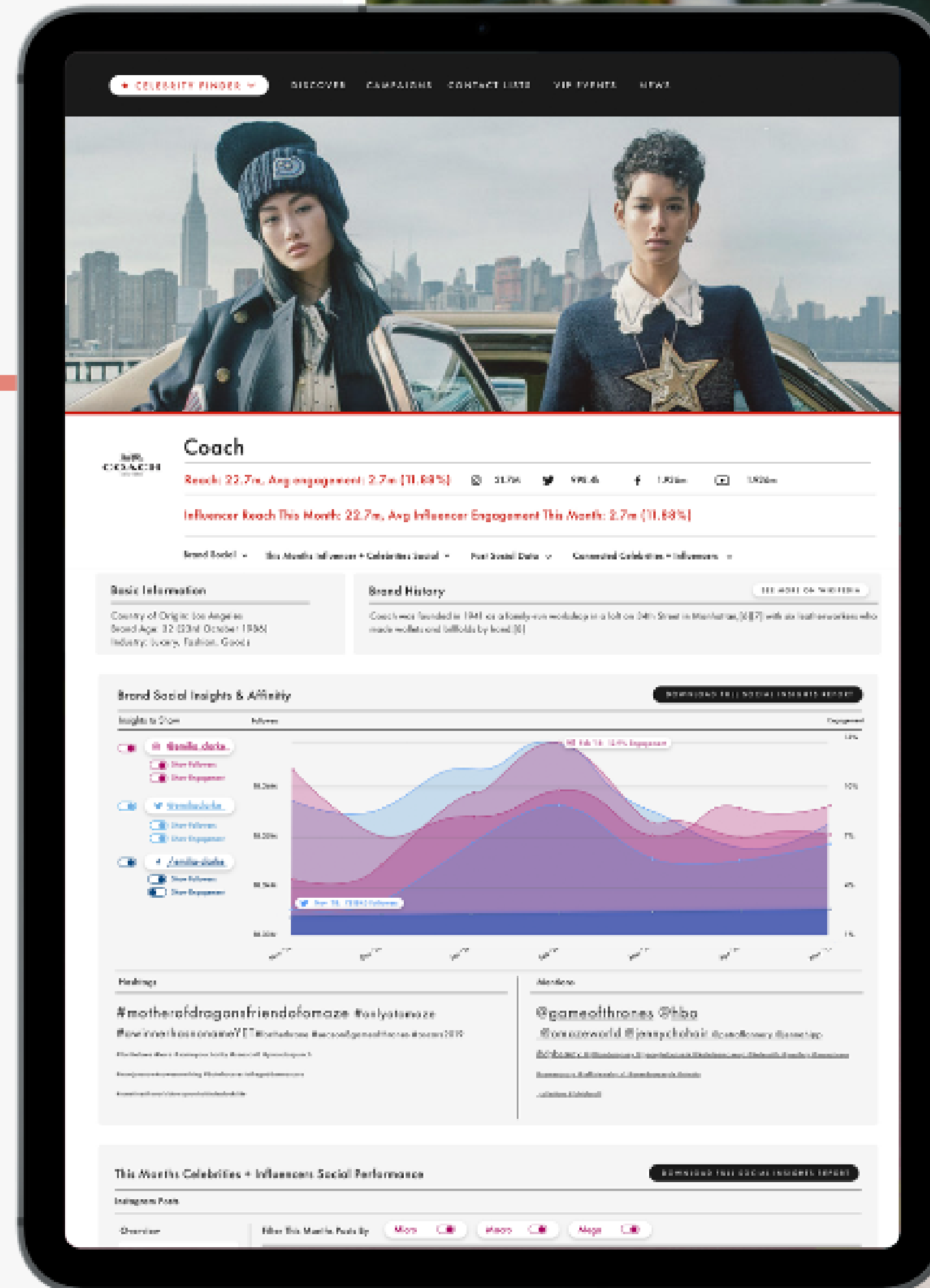
PLUS PROVEN EMAIL MARKETING TEMPLATES TO CELEBRITIES & INFLUENCERS THAT WORK.

Including...

- Full weekly reports on trending influencers
- Quarterly insight reports
- Best practices guides & templates
- Daily news updates
- Full day, week + month growth trends

DISCOVER BRANDS AND SEE THEIR REACH

- View brands and all associated celebrities & influencers who they are working with.
- Full social insights on the brands – see their recent social campaigns
- Keep their updates under your radar!



STREAMLINE & SAVE TIME

1 CREATE

Simply name your campaign and add details for you to see. E.G. what you're offering; are you gifting or proposing a sponsorship? Which customer demographic are you aiming at?

2 WRITE

Write your campaign, engaging influencers in why they should choose your offer, product or service to review or gift. Using our handy and proven email templates.

3 SEND

Send your email campaign to your chosen demographic. The control is yours, all you need to do is press send.

4 CONNECT

Receive interest from influencers directly into your inbox. Connecting with them directly you can discuss opportunities without a middleman.

ANNUAL PACKAGES

SAVE UP TO 20%

RATED EXCELLENT ON  Trustpilot

FEATURES	BASIC	BUSINESS	ENTERPRISE
630,000+ CONTACT DETAILS	✓	✓	✓
DOWNLOAD 1000 CONTACTS/ MONTH	✓	✓	✓
MASS EMAIL CONTACTS (GDPR COMPLIANT)	✓	✓	✓
MONTHLY SEARCHES	75	300	1000
AUDIENCE INSIGHTS	✓	✓	✓
BRAND AFFINITY	✓	✓	✓
SOCIAL INSIGHTS	✓	✓	✓
EVENTS DIARY	✓	✓	✓
ACCESS TO OUR INNER CIRCLE	POA	POA	✓
MULTIPLE USERS (UP TO 2 USERS)	✓	✓	✓
	£ 995 + VAT/ YEAR	£ 1270 + VAT/ YEAR	£ 2490 + VAT/ YEAR

CORPORATE DISCOUNT AVAILABLE ON REQUEST

USERS ARE TRACKED AND ALLOW ONLY ONE USER ONLINE PER LOGIN