



THE HANDBOOK PRO

INFLUENCER PACK 2025

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

WHAT OUR CLIENTS ARE SAYING



"We cannot recommend The Handbook Celebrity and What's On service more. It's easy to navigate and full of detail – it has revolutionised the way we work."

Nazer Bullen, Director
Goodley Bullen PR



"The Handbook is an excellent resource for those wanting to contact Celebrities and get the low down on the top events in town."

Lisa Byrne, Former Editor
OK! Magazine



"Every girl and boy about town needs The Handbook! It's an indispensable service for anyone that wants to touch base with media and Celebrity insiders."

Katie Nicholls, Editor
Daily Mail Online



"Loving it, it's such an amazing platform."

Annie Harrison, Senior PR & Influence Manager
Benefit Cosmetics

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

@VENETI.A



veneti.a easy mornings in cozy knits 🧶👉 @varley #invarley ad

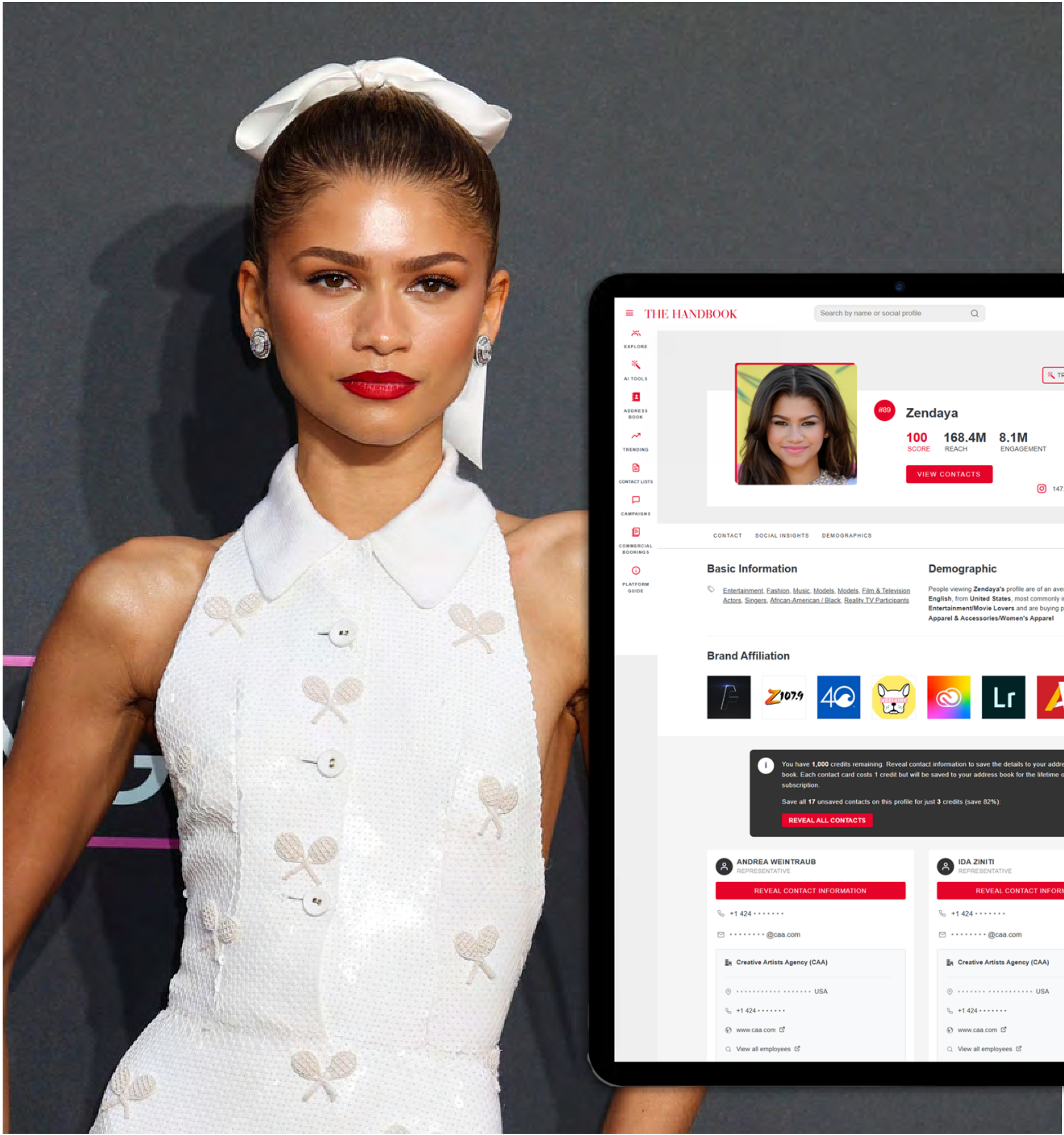
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“

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. ”

Elly Stancliffe
CEO OF THE HANDBOOK



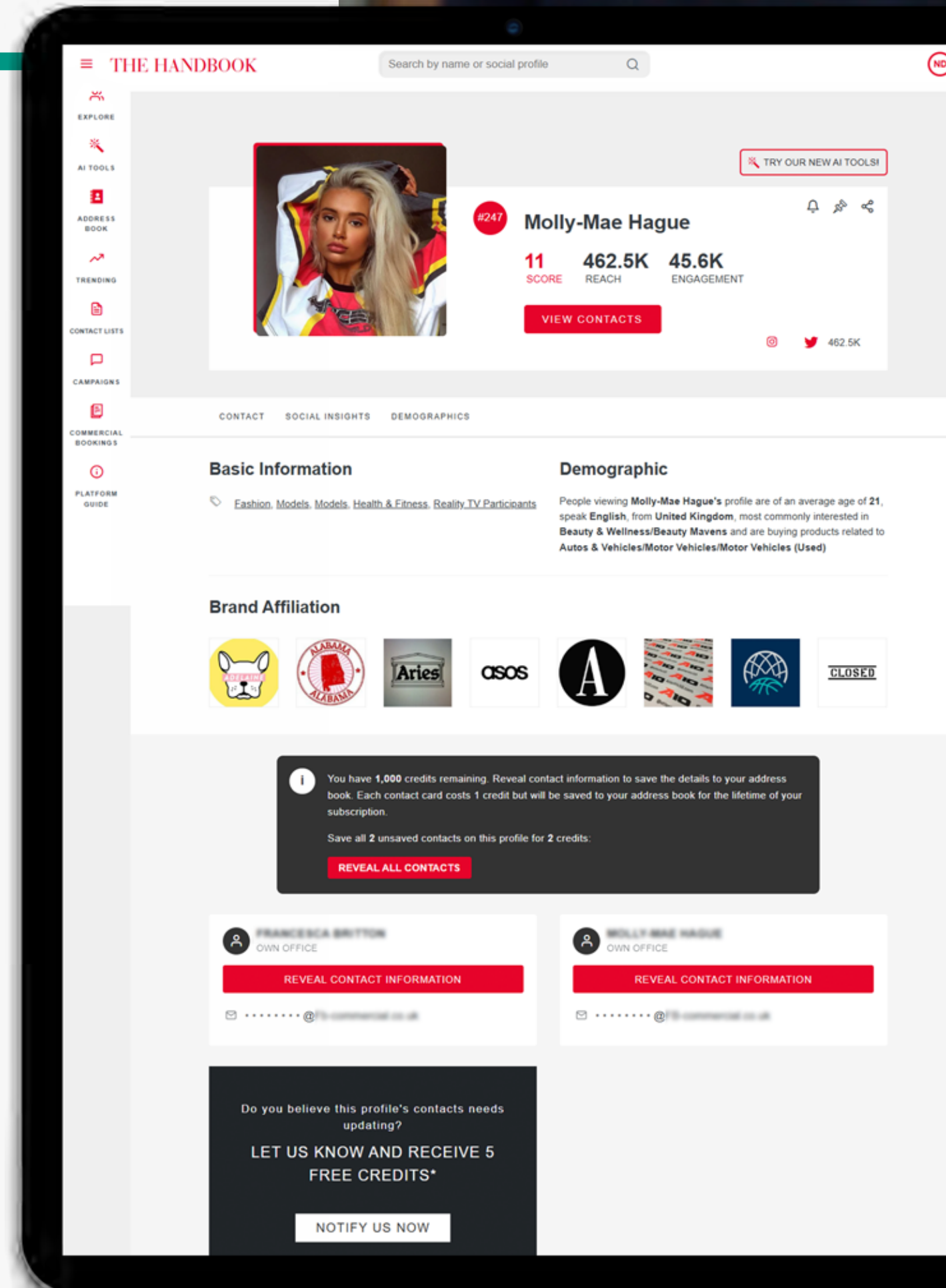
THE ONLY TOOL YOU'LL NEED TO GET CELEBRITIES AND INFLUENCERS WORKING WITH YOUR BUSINESS

We provide instant access to:

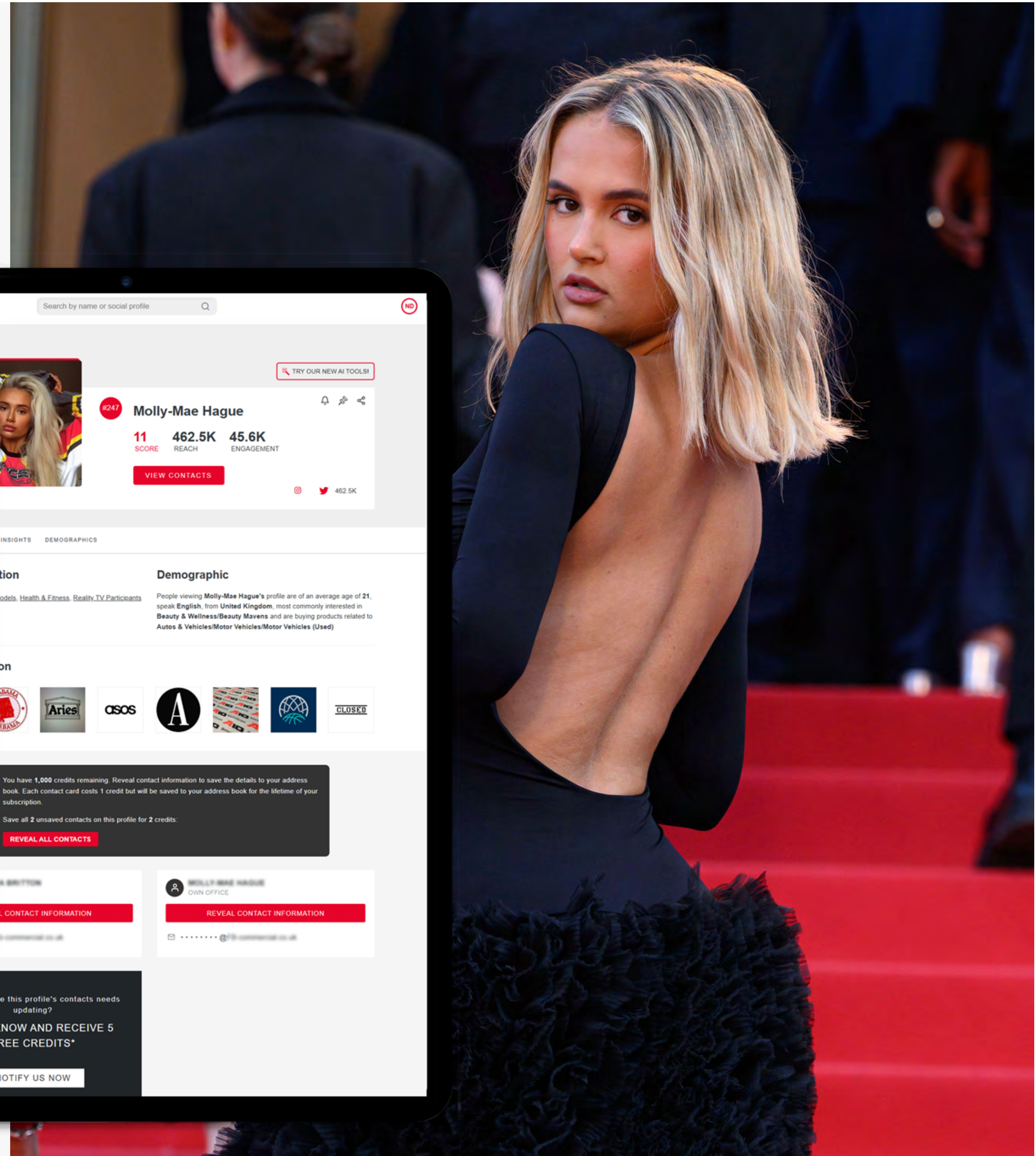
- 📞 Full contact details for more than 630,000 celebrities & influencers
- 👁️ Audience & demographic insights
- 🕒 Powerful analytics
- 📈 Growth trends
- 🕒 Time saving collaboration tools
- 🔄 Fully integrated online platform allowing brands to grow through influencer engagement in seconds

DIRECTLY ENGAGE WITH TOP CELEBRITIES & INFLUENCERS

- Instant access to the agent, manager, publicist details for over 637,000 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

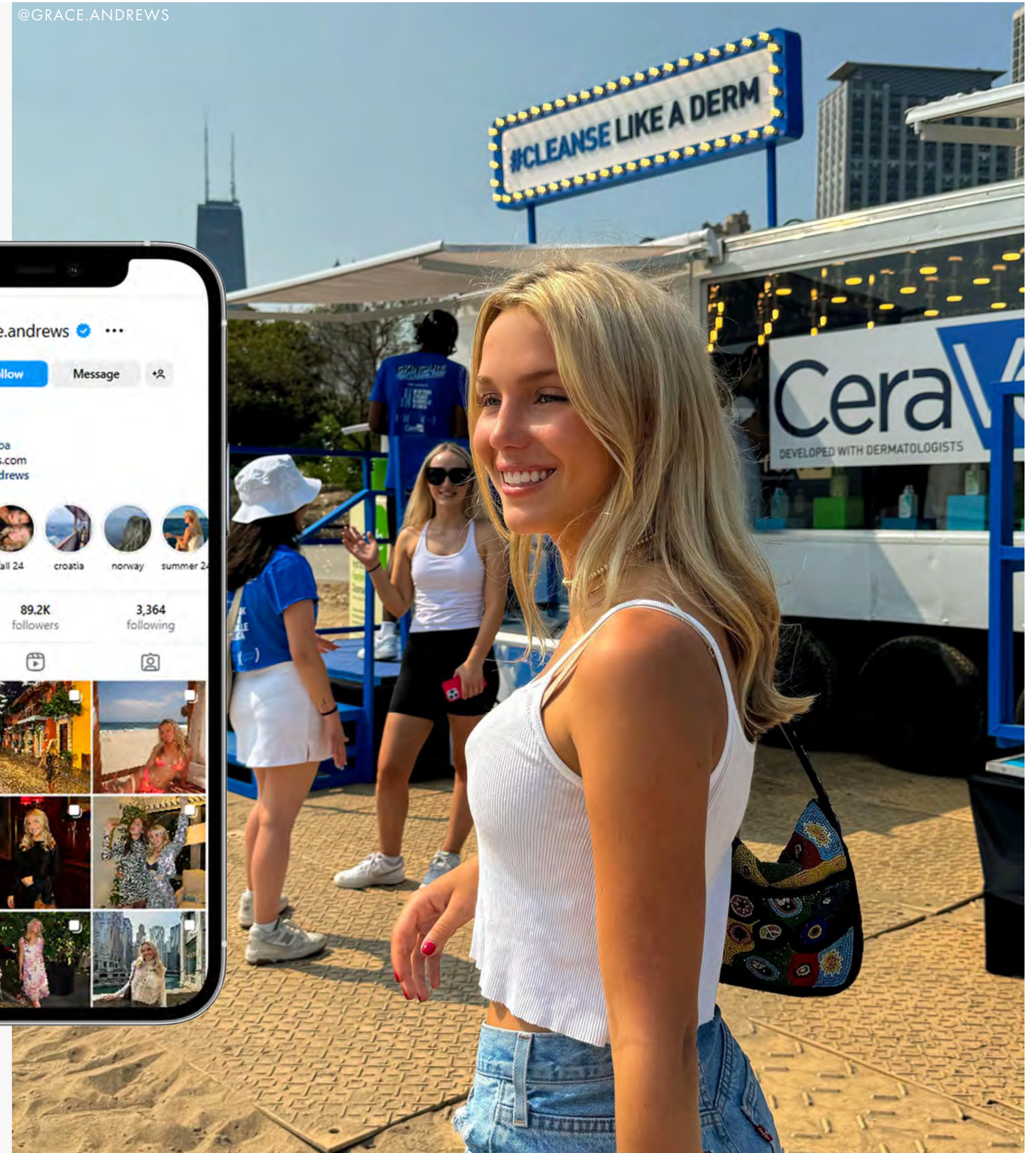
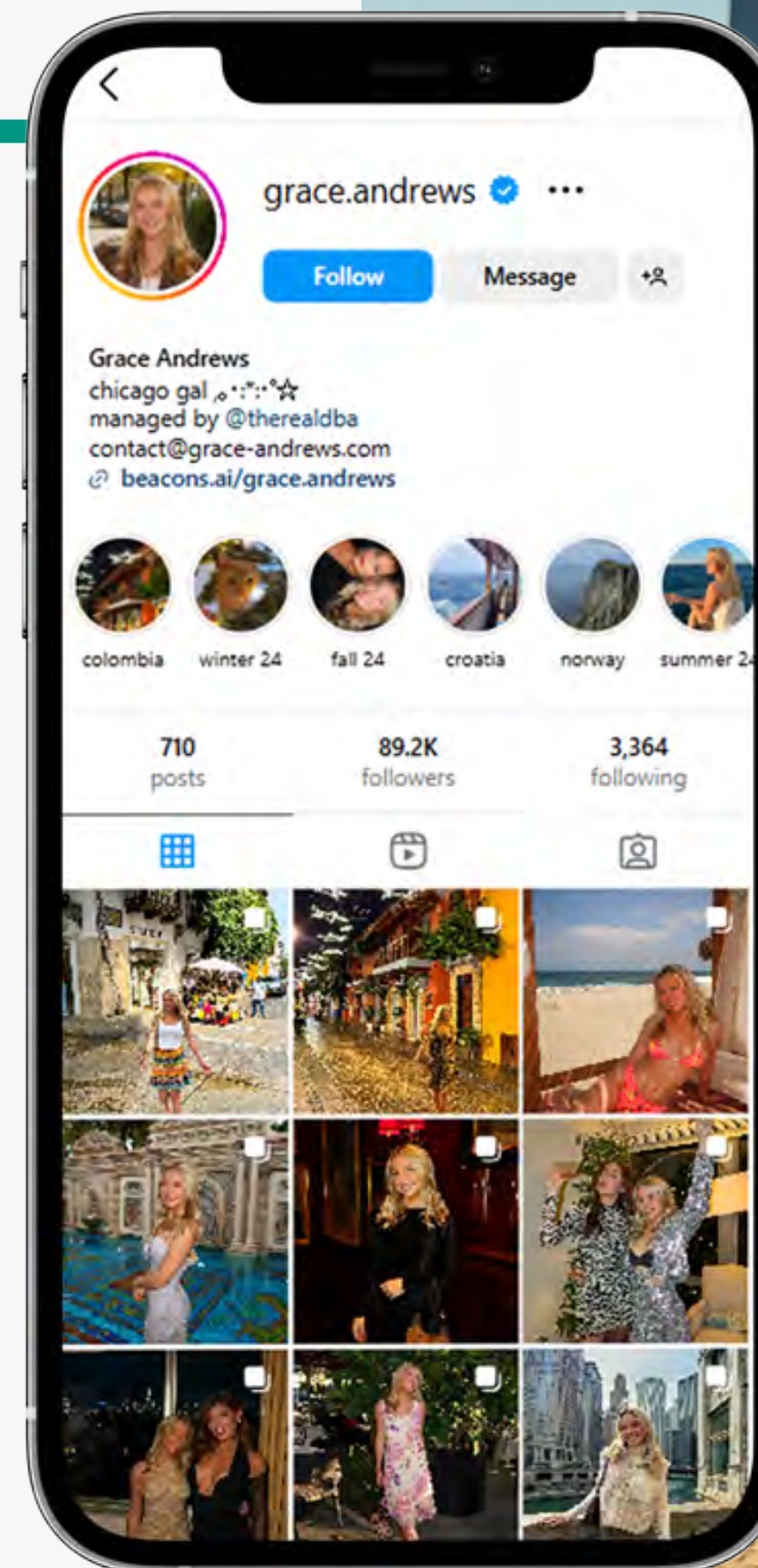


The screenshot displays the profile of Molly-Mae Hague on 'THE HANDBOOK' website. The profile includes a profile picture, a score of 11, a reach of 462.5K, and an engagement of 45.6K. Below the profile, there are sections for 'Basic Information' (listing interests like Fashion, Models, etc.), 'Demographic' (providing insights on the audience), and 'Brand Affiliation' (showing logos for brands like ASOS and Aries). A notification banner indicates that 1,000 credits are remaining and offers a 'REVEAL ALL CONTACTS' button. At the bottom, there are two 'OWN OFFICE' contact cards for Francesca Britton and Molly-Mae Hague, each with a 'REVEAL CONTACT INFORMATION' button. A final banner asks if the user believes the profile's contacts need updating and offers 5 free credits for a notification.



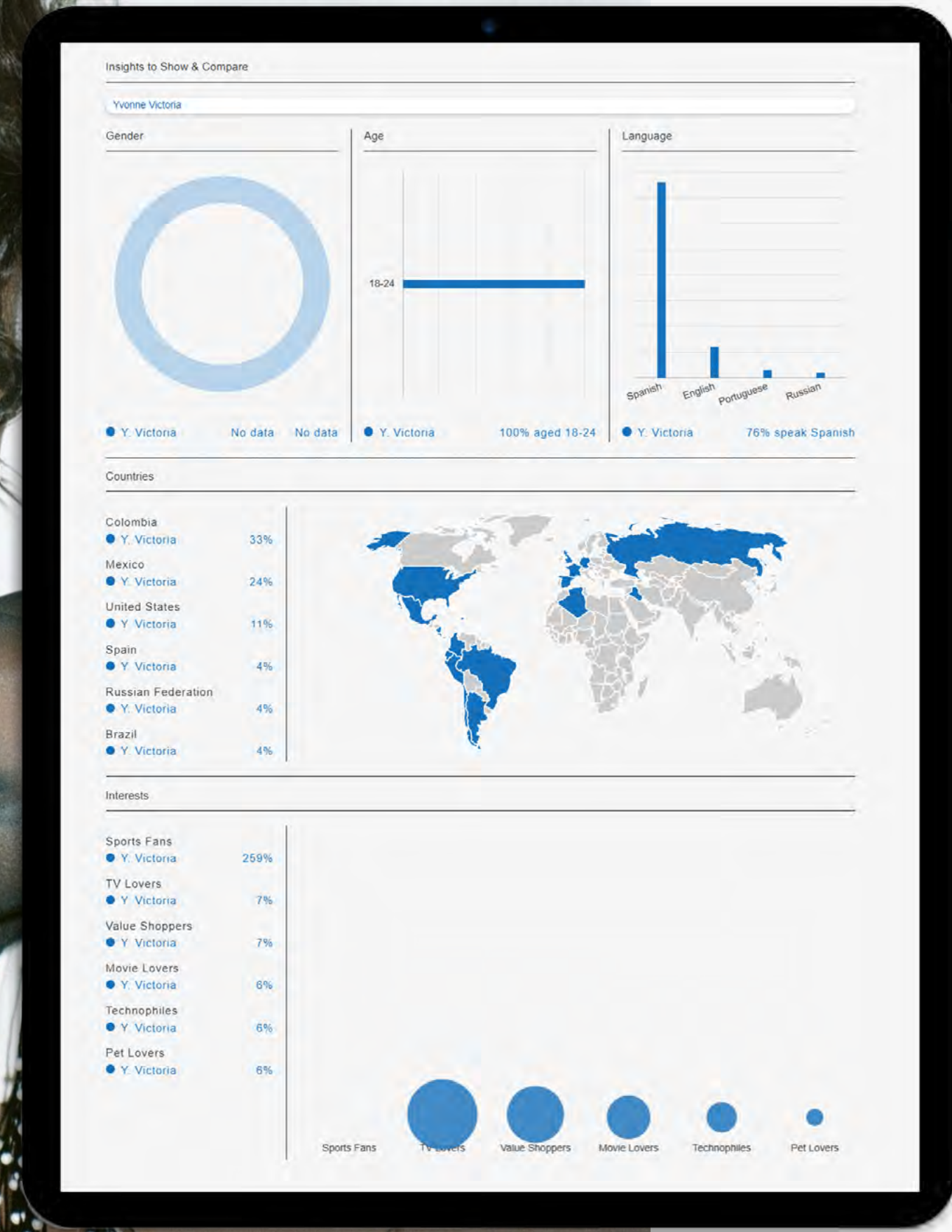
IDENTIFY TALENT THAT WILL RESONATE WITH YOUR BUSINESS

- 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

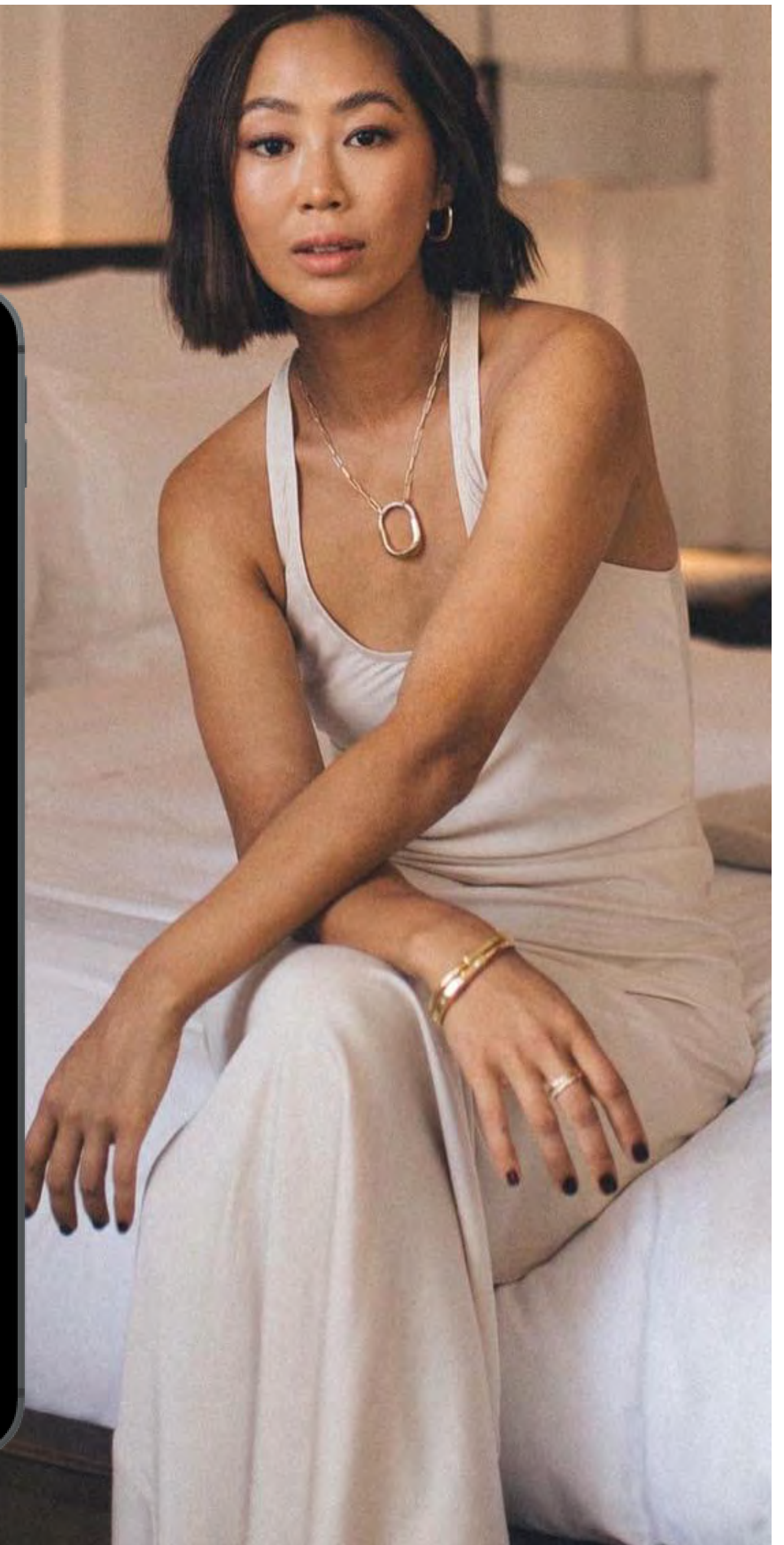
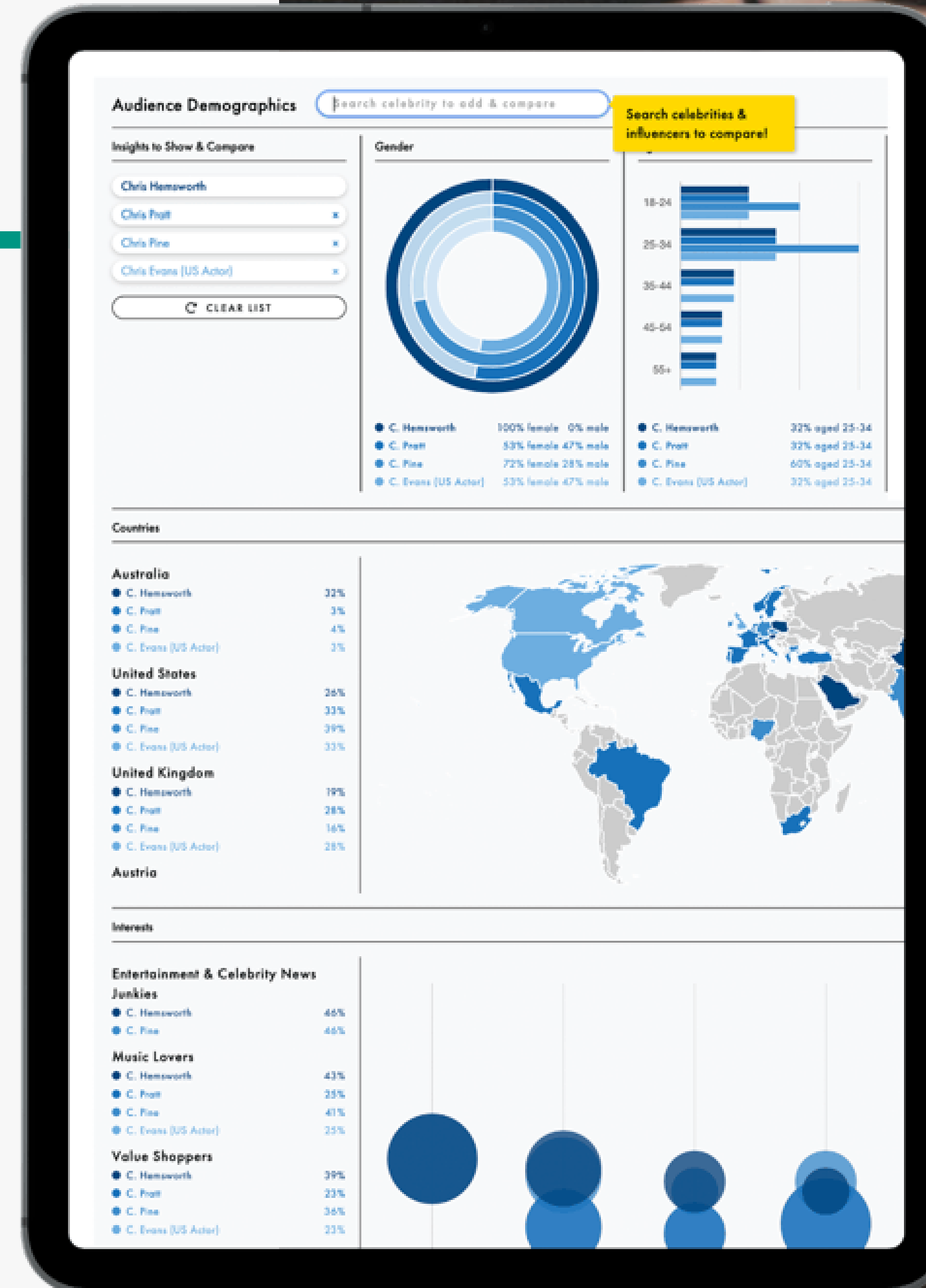


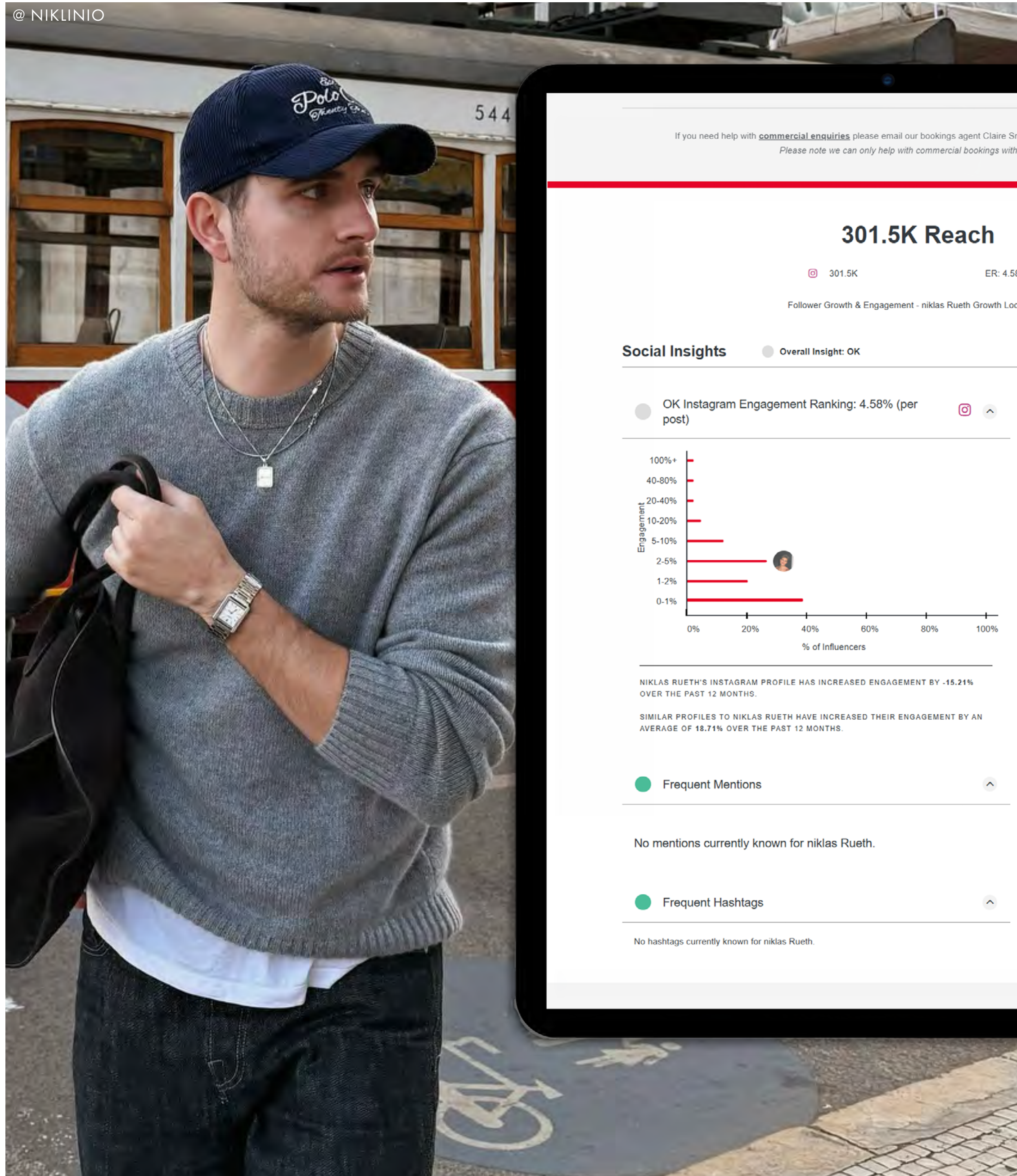
- Full data on engagement and reach plus comparison growth charts between contacts
- Full audience breakdown by category for celebrities and influencers audience
- Set up instant alerts for any celebrity, influencer or brand
- View detailed insights on brands influencers and celebrities are in collaboration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

POWERFUL TOOLS & ANALYTICS TO COMPARE CELEBRITIES & INFLUENCERS

@AIMEESONG

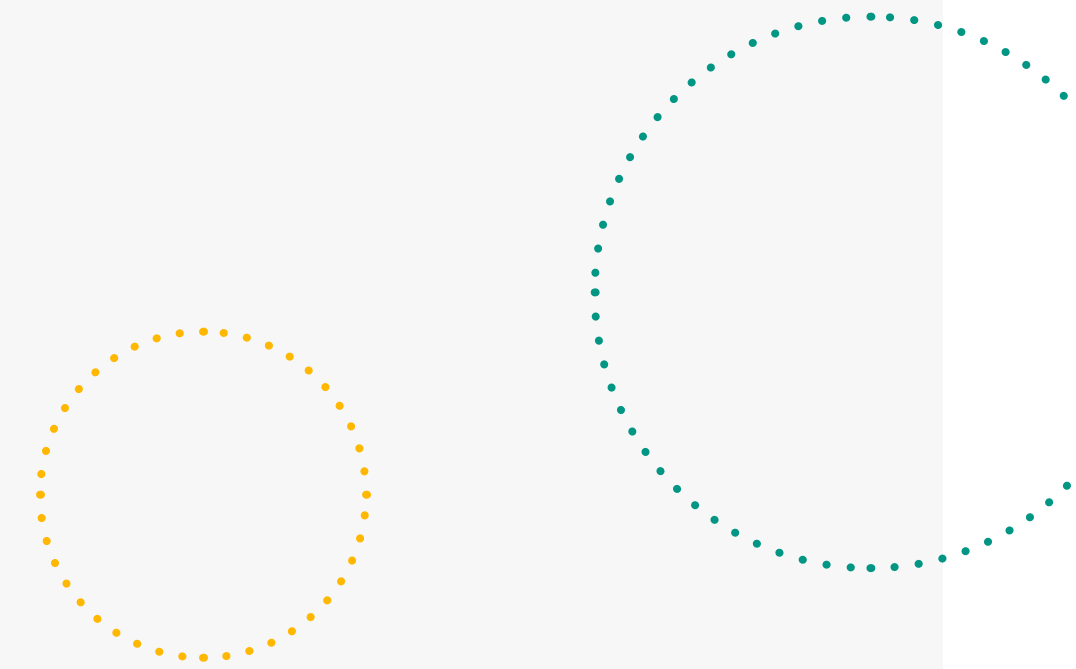
- Compare any celebrity or influencer via social following
- Compare celebrities via highly advanced on-line growth trends
- View celebrities that are on the 'up' and 'down' on a daily or monthly basis
- View advanced social statistics and trends for all influencers and celebrities.





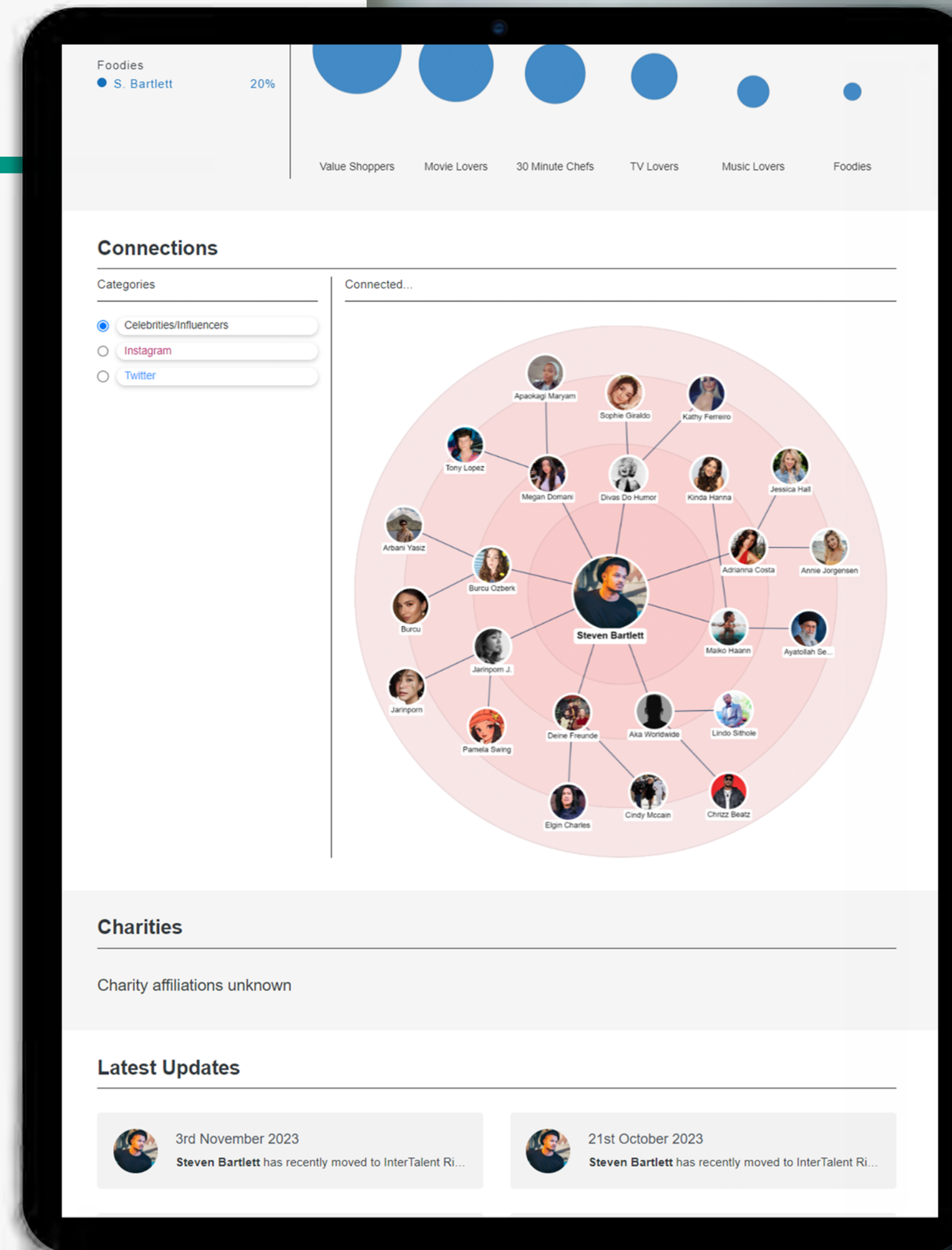
USE GROWTH TRENDS TO ALIGN YOURSELF WITH THE CORRECT INFLUENCERS

- 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



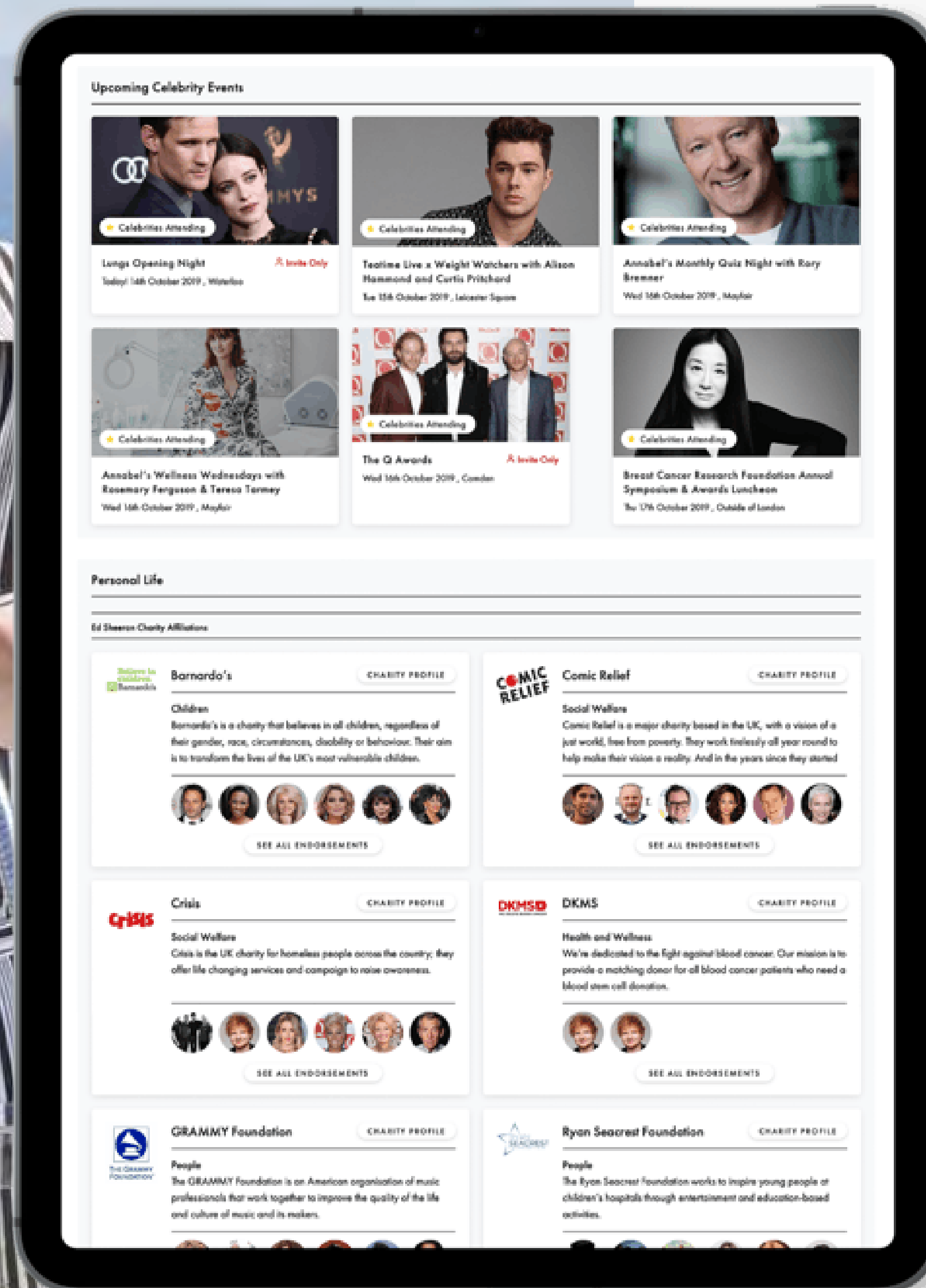
IDENTIFY BRAND CONNECTIONS BETWEEN INFLUENCERS

- 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

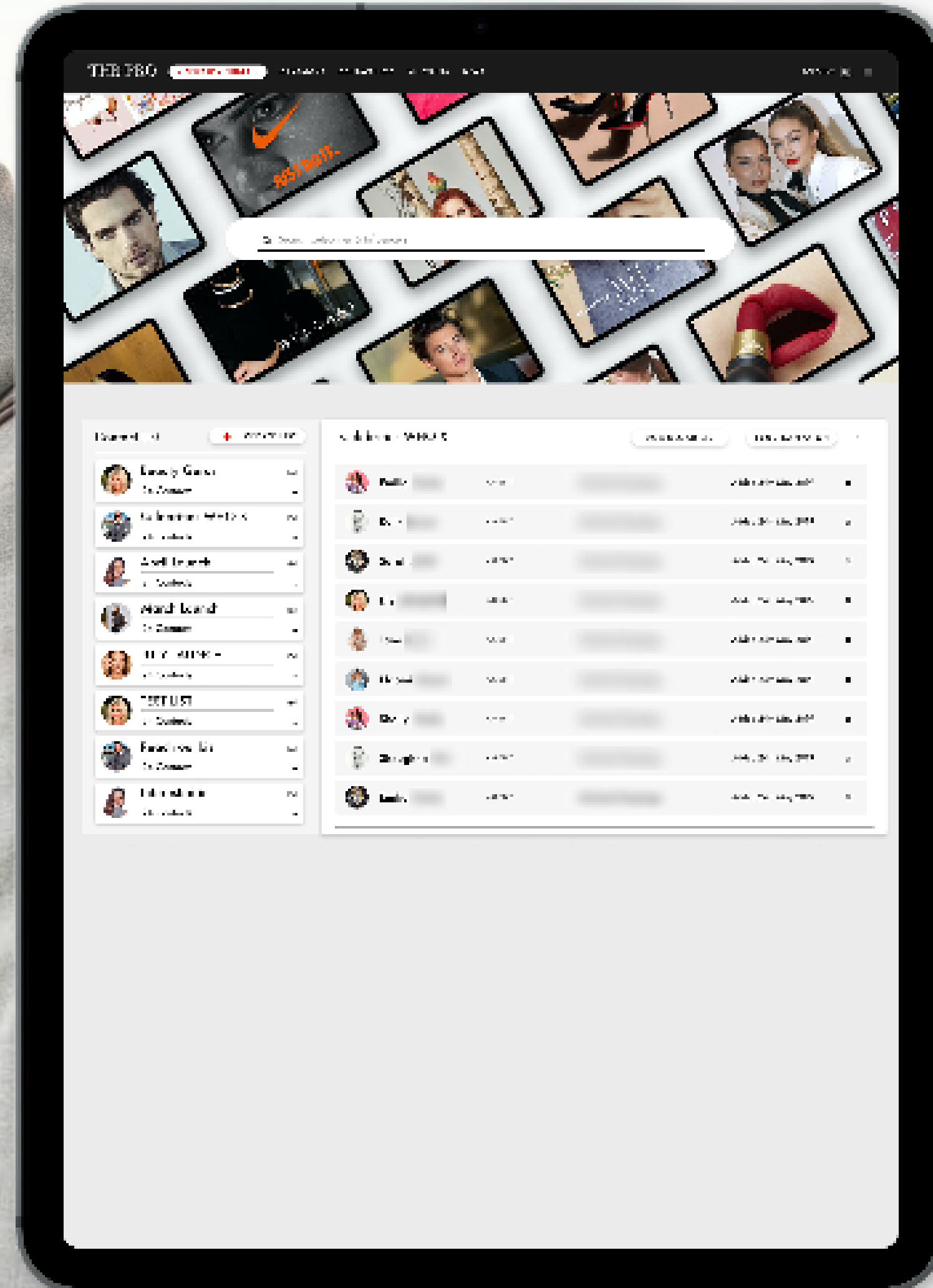
- Find out which charities celebrities support and are ambassadors for
- Help raise funds for a specific charity
- Contact celebrities and influencers with specific proposals for your cause
- Identify fundraising opportunities
- Identify the perfect ambassadors for specific charities
- Reports and tips 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

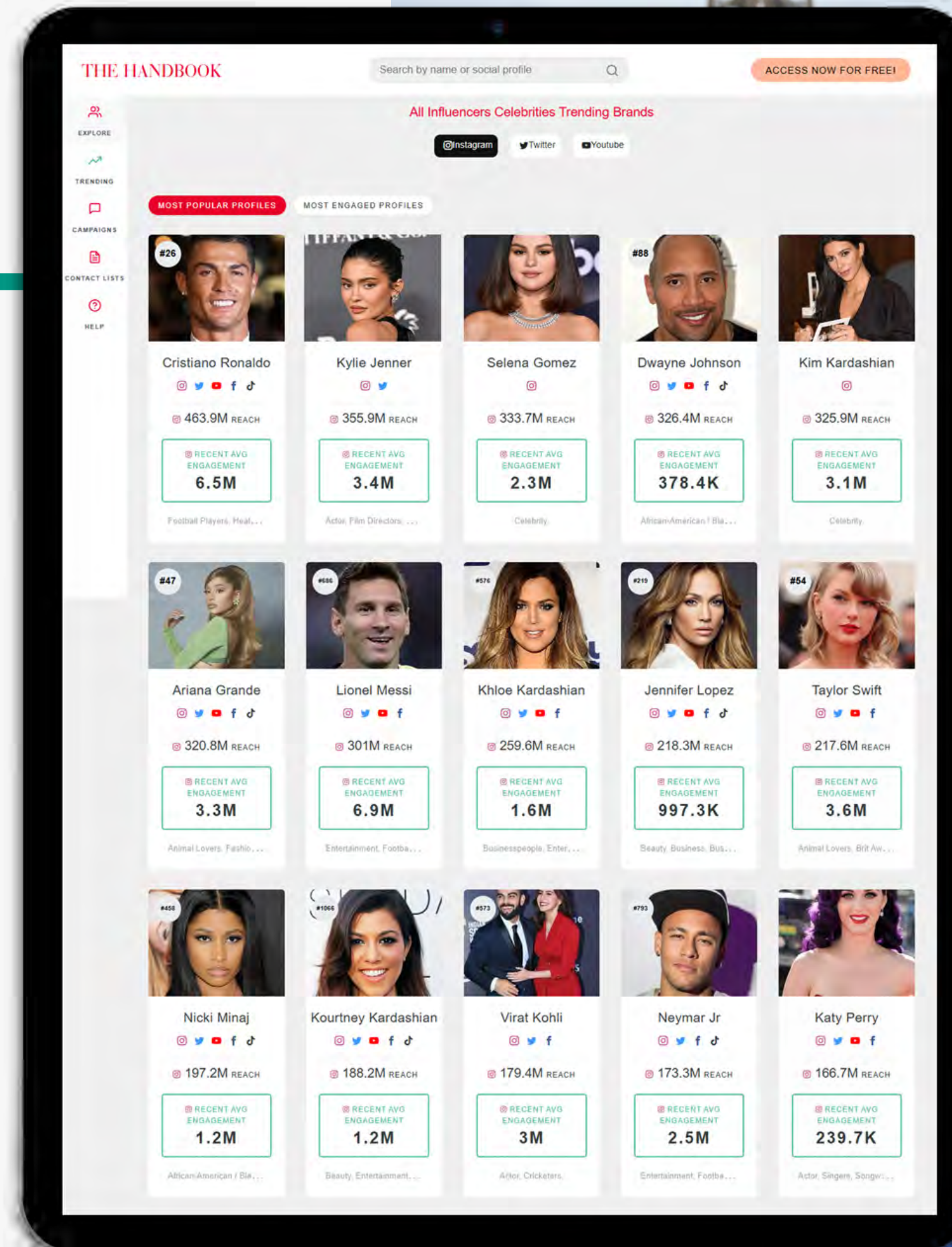


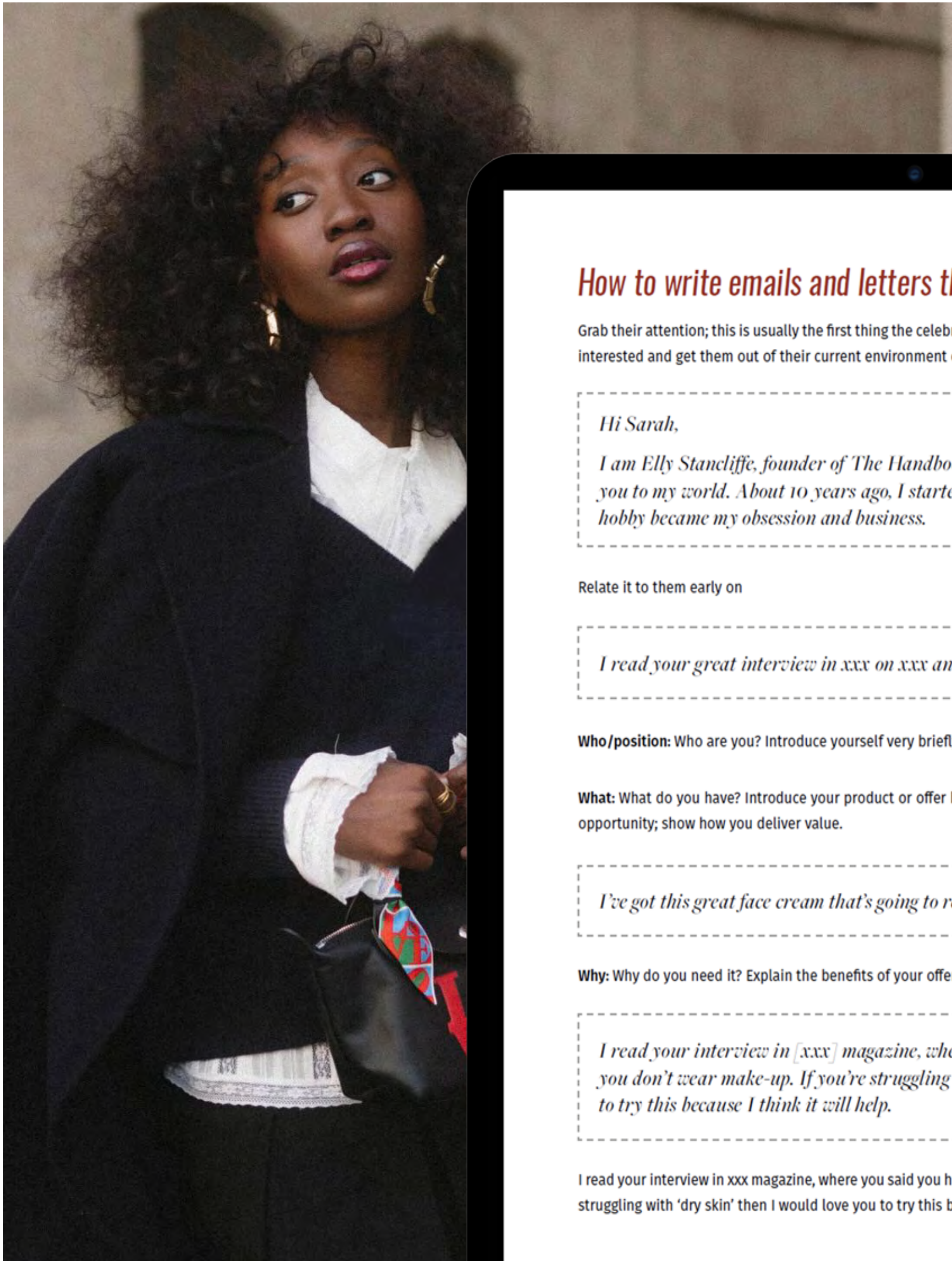
PRO FEATURES FOR ENTERPRISE USERS

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

@EMMACHAMBERLAIN





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 ...

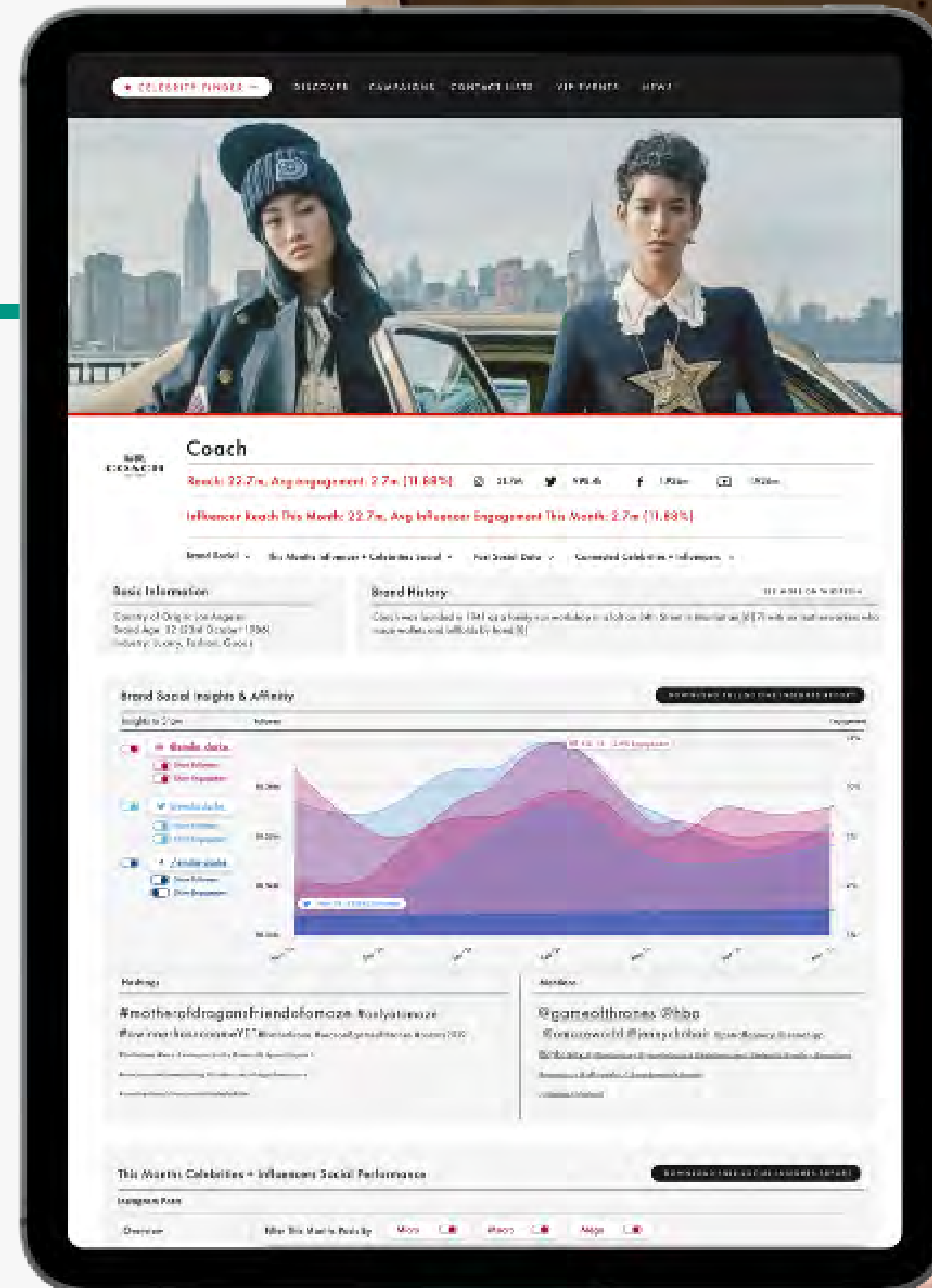
PLUS PROVEN EMAIL MARKETING TEMPLATES TO CELEBRITIES & INFLUENCERS THAT WORK.

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!



@ELLEFANNING, @COACH



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%

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	✓	✓	✓
ALERT NOTIFICATIONS FOR TALENT	✓	✓	✓
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