CHECKLIST

The five-minute offer check

Run every brand offer through these five questions before you reply. If the answer isn't written down, it isn't part of the deal.

- [ ] **What exactly am I making?**
  Check: number of posts, format, platform, length and posting dates. **Ask:** for it all written out, with extras priced as add-ons.

- [ ] **Where can they use it, and for how long?**
  Check: their channels, paid ads, whitelisting, and any end date. **Ask:** for a set period and a separate fee for paid usage.

- [ ] **Who can I not work with, and for how long?**
  Check: the category, the competitors named, and the dates. **Ask:** for a narrow category, a short window and a fee for it.

- [ ] **When do I get paid, and what triggers it?**
  Check: net 30, 60 or 90, and whether payment waits on posting or approval. **Ask:** for net 30 or shorter, and a deposit on larger deals.

- [ ] **What if they want changes?**
  Check: the number of revision rounds, who approves, and whether a rejected draft cancels payment. **Ask:** for a set number of rounds and a feedback deadline.

Before you reply

Don't accept or decline on the spot. Take a day.

Ask for their budget range before you name a price.

Get every agreed change in writing before you sign.

Not sure about a clause?

Don't sign yet. Ask the brand to explain it in writing. For large payments or long terms, have a lawyer read the contract. Or send us your past deals for a free audit.

Request your free audit

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