

Creator brief review checklist

Creator Brief Review

Campaign fit

- Brand: [Brand Name]
- Product: [Product or offer]
- Does this fit my audience? [Yes / No / Notes]
- Content angle I can make authentically: [Angle]

Open questions for the brand

- What is the single most important audience action?
- Are there claims I must avoid?
- Are there competitor or category exclusivity rules?
- Can I adapt talking points to my normal voice?
- What happens if product access, shipping, or approvals are delayed?

Deliverables I am agreeing to

- Platform: [YouTube / TikTok / Instagram / Twitch / LinkedIn / X]
- Format: [Integration / dedicated video / Reel / Short / livestream]
- Length or placement: [Required length or placement]
- Draft requirement: [Concept only / rough cut / final draft]
- Revision rounds: [Number]

Rights and usage

- Can the brand repost organically? [Yes / No / Dates]
- Can the brand use content in paid ads? [Yes / No / Dates]
- Is whitelisting included? [Yes / No]
- Exclusivity window: [Dates and category]

Tracking and disclosure

- Tracking link: [URL]
- Discount code: [Code]
- Required disclosure: [Disclosure language]
- Reporting required: [Metrics and screenshots]

Creator notes

- Creative boundary: [What I will not say or show]
- Production dependency: [Product sample, access, files]
- Final fee: [Amount]
- Payment terms: [Deposit, net terms, invoice date]
- Kill fee or cancellation terms: [Terms]

