

FREE WORKSHEET / 30 MINUTES

Creator partnership offer canvas

Make a small paid pilot easy to understand.

Turn your content into a clear brand deliverable without promising deposits, views or income you cannot control.

1. Match the buyer and audience

Explain the buyer's content need and show verifiable audience evidence. State the reporting period and source for every metric.

Brand type and permitted audience market:

Content need I can serve:

Recent audience geography, reach and engagement, with source/date:

Example: a live host for an approved adult-market campaign, supported by recent platform analytics and sample segments.

2. Define the pilot

Describe exactly what the brand receives. Promise work you control; report outcomes without guaranteeing them.

Deliverables, channels, dates and format:

Approval owner, response window and included revision rounds:

Usage rights, paid-media rights, exclusivity and reporting scope:

Example: one approved live segment and three edited clips, with agreed captions and a post-campaign report. Scope is illustrative, not a StreamerCapital rate card.

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3. Reduce friction with evidence

Make the proposed work credible using samples, clear dates and a simple approval process. Do not invent testimonials or scarcity.

Relevant content sample and what it demonstrates:

What I need from the brand to begin:

What is excluded and how extra work is priced:

A sample clip can show your delivery style; it cannot prove a future conversion rate.

4. Check the economics

Separate a fixed content fee from any performance component. Use assumptions only where actual data is unavailable, and label them.

Fixed fee; direct production costs; expected creator hours:

CPA qualification / NGR definition / share / deductions, if applicable:

Payment dates, reporting access and disputed-result process:

Campaign contribution = collected revenue minus direct production costs. This is not net profit; overhead, tax and your time still matter.

Original StreamerCapital worksheet. Inspired by public Acquisition.com business education; not affiliated or endorsed. Source links and web version: streamercapital.com/resources. No results guaranteed.