

Negotiation Tips for Content Creators

In the past decade of me working as a content creator and being a part of the creator community what I have come to realise is that the content creators have a hard time knowing how much monetary compensation should they ask for when working with agencies and/or brands.

When it comes to negotiating, the devil is in the detail: how much you get to leverage is influenced by the number of photos or videos or streams you formerly agreed to create or produce, their duration, their video type (integrated, dedicated videos), and the deal type (e.g. fixed fee, CPM, CPI, etc).

The moment you decipher the principles of contract negotiation – how to negotiate a contract that satisfies your needs – you take the guesswork out of your deal structuring. How are contracts negotiated, and how can you apply this knowledge to your own career path?

To help you content creators out there (especially the ones that don't have a formal representation), we have come up with 8 tips that shall aid you the next time you negotiate a sponsorship deal with any brand/advertiser:

1. Asking For Budgets:

START ASKING EVERY BRAND WHO REACHES OUT TO YOU: “*WHAT IS YOUR BUDGET FOR THIS BRAND CAMPAIGN?*”

At first, this might feel EXTREMELY uncomfortable. It might feel intimidating, and might make you worried and uncertain about asking brands what their budgets for brand collaborations were. But over time I have learned and hopefully you shall too that it is an integral part of the brand + blogger relationship process.

2. Knowing What You Can Negotiate On:

A lot of brands will come to you offering products from their range of skincare or home furnishings, etc but you should know that you can negotiate on multiple things before accepting just those gifted items, some of the things that you can negotiate on are:

- a. Products
- b. Money
- c. Timeline
- d. Exclusivity
- e. Number of Deliverables

3. Know Your Numbers:

If you want a brand to talk to a brand, you need to bring your metrics to your table. Any brand at the end of the day are businesses who are motivated to drive sales, acquire new customers, generate leads, and build brand awareness. Brands measure and track their performance with metrics (key performance indicators or k.p.i's for short).

One of the most important negotiation tips for content creators is to ensure that your media kit/pitch includes your Instagram/social media/YouTube/podcast/blog stats.

4. Share Your Older Collaborations:

A brand wants to see that you're able to come through on your promise (usually in the form of a signed contract) and produce the agreed upon number of deliverables. This helps the brand identify that you and your style is in harmony with the what the brands identity is.

5. Restate the Number of Deliverables the Brand Is Requesting:

The biggest tip I have for you when negotiating with brands as a content creator is to restate the number of deliverables the brand is asking BEFORE you ask for your rate. This makes the brand feel that you're acknowledging that you understand what the brand wants and it helps you to setup the question to be paid.

6. Negotiate- Ask for your Rate:

After you've shared your stats, previous brand collaborations, and more, it's time to ask to be paid.

7. Stay calm when the advertiser suggests a less ideal pay-out:

There are effectively two reasons to not psych yourself out when the advertiser/brand is offering you an amount less than what you had expected, or even disagrees with your initial offer:

- a. The first being that you lose sight of what you want when you start reacting in an emotional manner.
- b. The second is that you will end up rushing the process and settling for an agreement that is not the most ideal (for you).

8. Don't be Afraid to Walk Away:

If you and the brand can't meet in the middle for money, number of deliverables, exclusivity, and more, don't be afraid to walk away. If you're an influencer, blogger, or content creator trying to make your side hustle a business, you don't have to say yes to every opportunity – even if it's paid. You should be saying yes to opportunities that make sense for your brand and business.

Thank you for reading! I hope sharing these negotiation tips for Content Creators for future brand collaborations was helpful! If you feel the need to speak to me about this in further detail, feel free to reach out to me on apurv@mmlegal.in.



Warm regards,

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