



THE CREATOR PASSPORT WORKBOOK

TRACK 3

STUDENT RESOURCES

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MASTER LIST OF EXTERNAL RESOURCES:

TRACK 3:

- [Pitching & Negotiating Ebook](#)
- [Media Kit Template](#)
- [Campaign Report Template](#)
- [Sponsored Collaborations Organizer](#)
- [Invoice Template](#)
- [Invoice Generator](#)
- [Quarterly Meeting Template](#)
- [Creative Brief Template](#)
- [UGC Portfolio Template](#)
- [Mileage Tracker for Taxes](#)
- [Brand Inventory Tracker for Taxes](#)
- [Zen Business for LLC Formation](#)
- [Current Best Business Credit Card Offers](#)
- [FTC Guidelines for Influencers](#)
- [Asana for Project Management](#)
- [Quickbooks](#)

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SIX FIGURE FAST TRACK



PRICING 101

Creative Fees + Influencer Fees + Licensing/Usage Fees = Your Total Price

CREATIVE FEES:

PHOTOGRAPHY

- You can either charge a day rate, half day rate, hourly rate or per photo rate.
- We typically charge **per photo** and because we have now been doing this for several years and use professional photography equipment, we charge around \$300 for a photo on its own without any additional commercial licensing.
- **Day Rates:** For full-day shoots, rates can range from \$500 to \$5,000+, with an average day rate often falling between \$1,000 and \$3,000.
- **Per Image or Project Rates:** Some photographers charge per image, which can range from \$75 to \$500+ per image, or they may provide a quote for the entire project.

COMMERCIAL PHOTOGRAPHY RESOURCES

- [**Fotoquote Software**](#)
- [**Getty Images Calculator**](#)
- [**BUR \(Base Usage Rate\)**](#)
- [**AOP Usage Calculator**](#)

VIDEOGRAPHY

- Short social media videos might start from a few hundred dollars. For basic professional camera quality, such as simple online social media content, prices might range from \$1,500 to \$5,000.
- We personally only license videos for a minimum of \$1000 for a 15 second video, to \$2500 for a 30-60 second short form video (not including additional usage).

INFLUENCER FEES

Creative Fees + Audience Fees + Licensing/Usage Fees = Your Price

AUDIENCE/INFLUENCER FEES:

- **IG In Feed Base Rates:** The current “industry standard” for your minimum of what you should be charging is 1% of your following. So, if you had 100,000 followers, you should be charging a minimum of \$1000 per sponsored posts. Keep in mind this is your base rate and there are other factors would increase your influencer fee.
- **IG Story Base Rates:** For stories, you can typically charge between 5% - 10% of your impressions. Example: Recent average view x \$0.06
- **Factors to Consider Increasing Your Price:**
 - Engagement Rate
 - Type of Post (Reels vs. Carousel vs. Stories)
 - Content Quality (Professional vs. iPhone)
 - Client Timeline (Rush Fee)
 - Production Costs (Hiring Others, Travel, etc.)
 - Agency/Manager Fees
 - Link in Bios, Story Highlights, Special Requests

Influencer Size	Minimum Rates
Nano Influencer (1,000-10,000)	\$10-\$100
Micro Influencer (10,000-100,000)	\$100-\$500
Mid Size Influencer (100,000-500,000)	\$500-\$5,000
Macro Influencer (500,000-1,000,000)	\$5,000-\$10,000
Mega/Celebrity Influencer (1,000,000+)	\$10,000+

WITH 500K IG FOLLOWERS & 300K TIK TOK FOLLOWERS, THESE WERE OUR RATES:

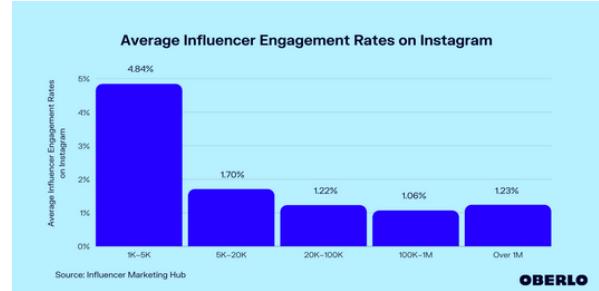
- IG STORIES (3 Frames) - \$2,500
- IG Reel: \$7,500
- IG Reel syndicated to Tik Tok: \$9500
- IG Carousel Post (3 Frames): \$6,000
- Tik Tok: \$4000
- Giveaway: + \$500
- LINK IN BIO: +\$500
- These prices include 3 months of *Organic Social Usage*. If the brand wanted paid usage, extended usage or exclusivity, there would be an additional fee.

WITH 600K IG FOLLOWERS & 350K TIK TOK FOLLOWERS, THESE WERE OUR RATES:

- IG Story (3 frames): \$4.5K
- IG Reel: \$9K
- IG Reel syndicated to TikTok: \$12.5K
- IG Carousel Post (3 frames): \$7.5K
- TikTok: \$4.5K
- Giveaway: + \$500
- LINK IN BIO: +\$500
- These prices include 3 months of *Organic Social Usage*. If the brand wanted paid usage, extended usage or exclusivity, there would be an additional fee.

REASONS TO CHARGE MORE:

- **Engagement Rate:** If your account has higher than average engagement, definitely charge more than industry standard. We would charge an additional 50% of the suggested fee. For example, if you have 100,000 followers and high engagement, you should charge a minimum of \$1500 instead of \$1000.
- **Rush Fee:** If a brand needs the deliverables for a campaign within a week, charge a rush fee. This is VERY normal in many industries like media and advertising. Charge a minimum of an additional 10% of your typical rate.



LICENSING & USAGE

Content licensing in the context of influencer marketing, particularly for photo and video usage, involves granting a brand the right to use your content for their own purposes. This could include using your images or videos in their marketing materials, on their social media platforms, on their website, or in other promotional channels.

KINDS OF USAGE:

- **Personal Use:** Personal use is using your creative assets as an individual on a non-commercial basis. This is the least expensive form of usage of the 3.
 - Examples: *home decor, gifts, personal IG or blog that isn't monetized, a wallpaper, etc.*
- **Editorial Use:** Editorial use means the image is intended for use in a context that informs or educates. This includes newspapers, magazines, blogs, and non-commercial presentations where the image is used as a part of news stories, journalistic pieces, or educational materials.
 - Examples: *An image used in a news article, a documentary, an educational textbook, or a non-commercial blog discussing a relevant topic.*
- **Commercial Use:** Commercial use licensing allows an image to be used in any manner that is intended for commercial gain or to promote a business, product, or service. This includes advertising, marketing, and promotional activities. This is the majority of the licensing that we ourselves do with our clients. This is the most expensive of the 3.
 - Examples: *Using an image in a marketing campaign, on product packaging, in a commercial website, or in company brochures.*

TYPES OF LICENSES:

- **Royalty-Free License:** This license allows purchasers to use the image multiple times without paying royalties, but doesn't grant exclusive rights.
- **Rights-Managed License:** This license is more restrictive, with usage based on specific criteria like duration, geographic location, and media type. This is the type of license we usually issue with our clients.
- **Exclusive and Non-Exclusive Licenses:** Exclusive licenses restrict the use of the image to one client only. You cannot offer the same asset to other companies on any usage basis.

OVERVIEW OF LICENSING & USAGE FEES:

FACTORS TO CONSIDER IN YOUR PRICE:

**IN PERPETUITY LICENSE =
COST OF PHOTO X 3 YEARS OF USAGE**

EXAMPLE: 1 PHOTO WITH PAID SOCIAL IN PERPETUITY

- Photo fee: \$300
- Paid social usage 1 month: $\$300 \times .30 = \90
- $\$90 \times 36 \text{ (3 years)} = \3240
- **Final Fee: \$3540**

EXAMPLE: 1 PHOTO WITH ORGANIC SOCIAL IN PERPETUITY

- Photo fee: \$300
- Organic social usage 1 month: $\$300 \times .15 = \45
- $\$45 \times 36 \text{ (3 years)} = \1620
- **Final Fee: \$1665**

LICENSE DURATION:

How long are they using your content? 1 Month? 1 Year? We typically license our content in **30 day periods**. Some brands will want to use our license for months, others for years, and others in perpetuity. Perpetual Usage or In Perpetuity means there is no expiration or end date on your client's rights to use your content.

You'll find that clients will often ask for image or video rights in perpetuity without even knowing what that means or the implications of doing so. We typically aren't advocates for signing away usage rights in perpetuity because the client can use it forever. That being said, if they won't budge on getting rid of those rights, you can charge A LOT for these. Note, **this is not the same as signing away your copyright** - it's just giving them a license to use your image while you retain ownership. NEVER give away your copyright.

LICENSING & USAGE

PRICING DISTRIBUTION CHANNELS:

In addition to paying for the creation and posting of content, a brand also might want the rights to use your content (the sponsored post) for their own marketing purposes, such as on their social media, website, or in advertisements. Typically, you'll find brands want to use your creative for the following distribution channels:

- **Organic Social:** reposting your image on the brand's social media accounts.
- **Paid Social:** paid amplification of your image across social media, AKA ads.
- **Digital:** digital marketing including websites, email marketing, banners, ads, whitelisting.
- **Print:** in-store, point of sale, print, billboards, etc.

We include **3 months of organic social usage** for our brand clients in our typical base rate sponsored post pricing. Otherwise we charge the following percentages of our base rate per 30 day period.

- **Organic Social:** 15%
- **Paid Social:** 30%
- **Digital:** 30%
- **Print:** 60% (and consulting Image Licensing resources mentioned in Creative Fees section)

Getty Images 1 Year License	Minimum Rates
Organic Editorial Use on Social Media with < 1,000,000 Followers	\$225
Editorial Blog Use	\$160
Digital Ad Use on Websites/Apps	\$1240
Print Ad in Magazine/Newspaper with < 1,000,000 Readers	\$2735
Billboard	\$2200-\$3600

PRICING EXCLUSIVITY

When it comes to Exclusivity, you have to think about the opportunity cost. Think about the potential income you could lose by agreeing to exclusivity. If you frequently collaborate with multiple brands in the same industry, exclusivity could mean a significant loss of income. Your fee should account for this potential loss. We never suggest accepting more than 3 months of exclusivity unless you're getting compensated extremely well for that potential loss of income from other clients. In the past, we typically signed 1 month exclusivity clauses in our contracts in which clients are requesting exclusivity.

There's no one-size-fits-all answer for pricing exclusivity, but as a general guideline, influencers often charge 30% to 50% on top of their standard rates for exclusivity. For example, if you usually charge \$1,000 for a sponsored post, with an exclusivity clause, you might charge \$1,300 to \$1,500 or more per 30 day period. We typically suggest the following pricing structure:

- **Easy to be Exclusive:** 30% of your base rate per 30 day period (i.e. not commonly working with competitors)
- **Hard to be Exclusive:** 50-100% of your base rate per 30 day period (i.e. commonly working with competitors)

PRICING WHITELISTING

Whitelisting in influencer marketing refers to a brand's ability to use an influencer's social media account to run paid advertising. This gives the brand access to the influencer's content and audience in a way that can appear more organic and trusted than traditional ads. The rates for whitelisting and boosting rights range from an additional 20% to 30% fee for every 30 day period. We recommend charging 30%.

PRICING DARK POSTING

Influencer dark posts are Facebook and Instagram ads that are published on behalf of an Influencer, but they do not show up on that Influencer's own social media feed. This means that only people who are specifically targeted through paid ads will see them. They do not show up publicly on an Influencer's account and they do not show up on the feed or timeline of anyone who is following the Influencer. Industry standard for Dark Posting is charging 15% of your base fee per 30 day period.

AFFILIATE DISCLOSURES

ABOUT US WORK WITH US TRAVEL PHOTOGRAPHY GUIDE

THE LOVERS PASSPORT

ROAD TRIPS NATIONAL PARKS

How To Spend 5 Days Enjoying New Hampshire's White Mountains & Great North Woods

Get ready to embark on an unforgettable summer adventure through the picturesque White Mountains and Great North Woods regions of New Hampshire. This 5-day New Hampshire summer road trip itinerary will take you through stunning natural landscapes, enchanting waterfalls, and breathtaking hiking trails.

 *Disclaimer: This blog post is in collaboration with [Visit New Hampshire](#). Some parts of the article also feature affiliate links, which means we get a small commission if you make a purchase (at no extra cost to you). It's one of the ways we can keep producing free guides and resources for our readers. Thank you for the support!*

You legally NEED to provide disclosures when you are using a link that is sponsored, whether that's from a gifted product or hosted experience, a paid collaboration, or simply an affiliate link generated to earn you commission. Your audience will trust you more if you are transparent about where you are directing them and why. This is regardless of which platform you are using.

To comply with the Federal Trade Commission (FTC) regulations, your affiliate link-level disclosure must be:

- Clear. A clear disclosure could be as simple as "This post contains affiliate links"
- Conspicuous. It should be placed near any affiliate link or product review in a location that customers will notice easily. They shouldn't have to hunt for it.

Example:

- *Disclaimer: This post may contain affiliate links. Please see our Disclosure Policy for details.*
- *Disclaimer: This blog post is in collaboration with The Sheraton Kauai Coconut Beach Resort. Some parts of the article also feature affiliate links, which means we get a small commission if you make a purchase (at no extra cost to you). It's one of the ways we can keep producing free guides and resources for our readers. Thank you for the support!*

Some platforms like Amazon even require you to have extra disclosures.

- To meet the Associate Program's requirements, you must (1) include a legally compliant disclosure with your links and (2) identify yourself on your Site as an Amazon Associate with the language required by the Operating Agreement.
- In addition, the Operating Agreement requires that the following statement clearly and conspicuously appears on your Site: "As an Amazon Associate I earn from qualifying purchases." We put this disclosure in our footer of our site. For social media user-generated content, this statement must be associated with your account.

Example:

"We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites."

CONTRACT CHECKLIST

CATEGORY	CHECKLIST
NAME & CONTACT INFORMATION	<ul style="list-style-type: none">• Make sure your contract is made out to your name or your corporation's name. You'd be surprised how often we've been sent other people's previous contracts.• Is your name spelled correctly?• Is your address correct and your current address?
DATES & TIMELINE	<ul style="list-style-type: none">• Check term dates (how long the campaign is from contract signing to posting or exclusivity dates), approval dates, and live dates• Is the timeline the client is looking for realistic and feasible? Or should you be thinking of including a rush fee?• Is your ad calendar open enough to wear you aren't spamming your audience with sponsored content?
DELIVERABLES	<ul style="list-style-type: none">• Are the deliverables listed the same as which you agreed upon in your previous communication?• Make sure they didn't slide any additional assets in the contract without you knowing
PAYMENT & COMPENSATION TERMS	<ul style="list-style-type: none">• Make sure your payment is correct and make sure if they are using any 3rd party payment platform, that any fees will be covered on their end• What are your payment terms?<ul style="list-style-type: none">◦ Typically, it's common to be Net 30 or Net 60 – meaning, you will get paid 30 or 60 days after the project is complete◦ Push for anything above Net 60 to be shortened◦ Optional: Will you be getting paid 50% before as a retainer and 50% after deliverables are complete?
FTG GUIDELINES	<ul style="list-style-type: none">• Which disclosure words must be present in your content and where are they requesting it?• Make sure to flag if they have a particular request like Paid Partnership Tool, #ad as the first word in your caption, etc.

CONTRACT CHECKLIST

CATEGORY	CHECKLIST
EXCLUSIVITY	<ul style="list-style-type: none">• Make sure the exclusivity is what you previously agreed on - often times brands will slide this in without informing you and you need to let them know you charge more for this• How long is the exclusivity term? 1 week? 1 Month?<ul style="list-style-type: none">◦ We'd recommend not signing exclusivity for more than 1 month without huge compensation• Double check to see if there are any particular competitors that you cannot work with in a vertical and get them in writing• Clarify if exclusivity covers only sponsored posting, or if it covers organic posting as well
LICENSE & USAGE	<ul style="list-style-type: none">• What is the usage stated? Make sure it aligns with previously agreed upon terms from your prior communication• Organic Social Usage is usually included in your price, but digital reposting, whitelisting, dark posting, paid ads are all additional fees• Make sure there is a clause stating they will credit you in the caption/platform for your content• Make note of the date they stop having usage rights and the date you no longer have to have it on your page• Make sure you still have ownership of the copyright! Do not give this away unless a brand is paying thousands of dollars for it. Instead, you can offer a "Grant of License" clause.
APPROVALS , REVISIONS, AND ANALYTICS	<ul style="list-style-type: none">• Flag any reshoot clauses to offer 1 round of revisions<ul style="list-style-type: none">◦ You can offer more if you do not meet the creative guidelines or content brief, but don't allow the brand to ask for a ton of reshoots when you follow their vision exactly• Check how fast the brand wants analytics.<ul style="list-style-type: none">◦ Typically they want IG stories within 24 hours of posting.◦ With the current IG algorithm, we try to ask them to receive all other analytics within 2 weeks of posting◦ You can update them as they perform better too
ADDITIONAL ADD ONS FOR A FEE	<ul style="list-style-type: none">• If a brand wants any of the following, add an additional fee and make note in your contract:<ul style="list-style-type: none">◦ Link in Bio◦ Story Highlights◦ Collab Post

CONTRACT FLAG EXAMPLES

RED FLAGS



MADE OUT TO WRONG PARTY

Why We Don't Like This: DON'T sign a contract that is not in your name. It does nothing to protect you. Also, make sure that your company name is in there instead of your own. When you use the LLC's name in contracts, you make it clear that the LLC is the party to the contract, not you personally. This helps to maintain the legal separation between your personal assets and the business's liabilities, protecting your personal assets from business debts and obligations.

SINGLE IDEMNITY CLAUSE

b. Influencer agrees to defend, indemnify and hold harmless Company, Client and their respective affiliates, subsidiaries and parent companies, and their respective officers, directors, employees, business partners and agents (collectively, "Client Entities"), from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from: (a) Influencer's breach of this Agreement and/or any of its representations and/or warranties included herein; (b) Influencer's negligence or willful misconduct; (c) Influencer's use of third party products or content in performing the Services; (d) the authorized use of the Content or exercise of the rights granted hereunder and/or (e) any other acts or omissions by Influencer in connection with the Agreement. The indemnified party may, at its election, assume the defense, settlement or other resolution of such claim with counsel of

Why We Don't Like This: There is no statement in here saying that the Company agrees to indemnify us, just the other way around. A double indemnity clause ensures that both parties, the brand and the influencer, are mutually protected against potential losses, damages, or liabilities arising from their respective breaches of contract or negligence. This mutual protection fosters a more equitable and balanced partnership.

TRYING TO GAIN COPYRIGHT/ALL RIGHTS TRANSFER

For the 4 High Quality Images- CLIENT owns the content, in perpetuity. The Images can be used in any display, paid search, social media, mobile, print, television, out-of-home capacity.

Why We Don't Like This: If you don't previously discuss this and you don't catch this phrase, you are potentially signing over THOUSANDS of dollars you should be getting paid, especially if they slide in the words "in perpetuity" next to ownership. The example above basically would have lost us at least \$20k in potential revenue if we didn't catch it.

SLIPPING IN EXCLUSIVITY

Why We Don't Like This: Similar to above, it's a major red flag if a brand does this without previously discussing exclusivity in negotiations. If you don't previously discuss this and you don't catch this phrase, you are potentially signing over thousands of dollars. Let's say you sign exclusivity with Starbucks for 1 month and don't charge any extra for it because you don't catch it, and Dunkin Donuts offers you \$10,000 for a post the next week. Now you're missing out on potential income because Starbucks slipped in the exclusivity and you can't work with them.

UNFAVORABLE PAYMENT TERMS

13. **Payment Terms:** For all payments under \$5,000, payment shall occur on the first Friday following the 30 day period from the date Influencer fulfills all of its obligations hereunder (Net30); For all payments over \$5,000, payment shall occur on the first Friday following the 60 day period from the date Influencer fulfills all of its obligations hereunder (Net 60).|

Why We Don't Like This: Net 60 after a post goes live is a LONG TIME. Let's say you sign a contract in January, don't post until March, now you're not getting paid until May. Some clients won't budge on Net 60, but we always try to negotiate it down to Net 30 or a Before/After 50/50 payment structure.

CONTRACT FLAG EXAMPLES

GREEN FLAGS



1. REASONABLE RESHOOT CLAUSE

date(s) becomes infeasible due to the review and approvals process, the parties shall work together in good faith to determine a different, mutually agreeable post date. Company may request one (1) round of reasonable edits. Company may review the Deliverables for final approval after Influencer has incorporated any requested edits, and prior to the Influencer posting the Deliverables live. Company may request up to one (1) reshoot only if the Deliverables fail to materially adhere to creative guidelines provided at execution of Agreement. For any additional changes to the Deliverables (excluding minor edits), the parties agree to negotiate any associated fees at such later time of request.

What's Good: We are protected from doing unnecessary reshoots if we follow the creative guidelines and the client is protected in the event we don't deliver on our end.

2. OWNERSHIP CLAUSE/GANT OF RIGHTS /LICENSING

10. **Ownership Rights:** Influencer retains ownership of all content created pursuant to this Agreement, including the Deliverables, subject to the license granted to Advertiser herein.

What's Good: We are retaining ownership of our content and simply granting a license to a client. No sneaky ownership clause trying to slide in there.

Talent grants [REDACTED] a non-transferable, non-sublicensable, limited right and license to use, reproduce, and display the Deliverables, for a period of three (3) months beginning on the date the Deliverables are delivered by Talent, (i) on [REDACTED] owned and controlled social media channels in both a paid and unpaid capacity; and (ii) on [REDACTED] owned and controlled digital channels in an unpaid capacity. [REDACTED] shall tag (or otherwise credit) Talent in all uses of the Deliverables.

What's Good: The rights managed license **duration** and **distribution channels** are accounted for in writing. Additionally, we are making sure we get proper credit when our content is posted on other channels.

3. CLEAR EXCLUSIVITY GUIDELINES

Exclusivity Obligations: Influencers cannot post sponsored content with competitors (defined below) for 90 days before and 90 days after posting. CLIENT'S competitors: Verizon, T-Mobile, Comcast, Cox, Vodafone, Deutsche Telekom

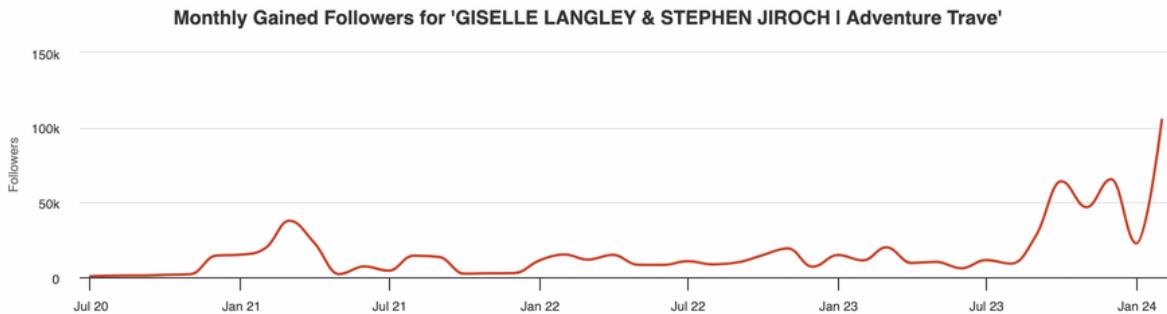
What's Good: The exclusivity duration is explicitly listed, it clearly states that it only applies to sponsored content (organic doesn't apply) and it defines exactly which competitors are not allowed so there is no room for miscommunication. The only thing that would make this better would be to specify which social media platforms this includes to be crystal clear. The way this reads means any sponsored content across any platform instead of specific ones. Exclusivity was previously discussed and snuck in the contract.

4. A GREAT CLIENT WILL INCLUDE:

Reasonable Deadlines, Transparency with Ownership, Licensing and Exclusivity, Fair Payment Terms, a clear Dispute Resolution process, Termination Clauses, and Double Indemnity (if any)

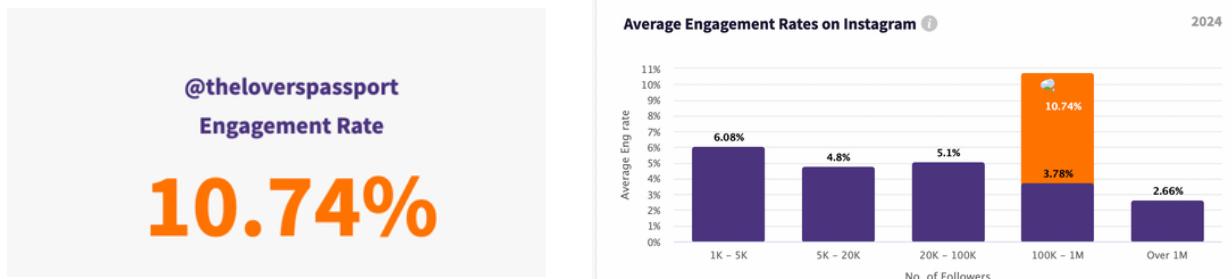
INSTAGRAM RESOURCES

Social Blade



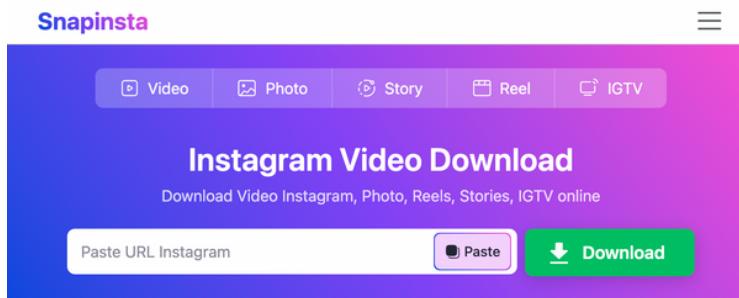
Social Blade allows you to track your follower growth from month to month from the beginning of your account to present day. It will also tell you how many followers you are growing per day in the last 30 days.

Phlanx (Check Your Engagement Rate)



Need to figure out what your Engagement Rate is for your Media Kit, but don't want to manually add it all up? You can use Phlanx to help you do that!

Reels Downloader (SnapInsta)



Need to repost your Reels to other platforms without the watermark and forgot to save the original file? You can use the Reels Downloader to get watermark free versions of your videos.

PITCHING CHALLENGE

Choose one of the 8 prompts down below and send your pitch
to thecreatorpassport@gmail.com

1. Hotel Collaboration

Company: Marriott Hotels
Goal: \$20,000
Content: Image Licensing

2. Tourism Board

Company: Visit California
Goal: \$10,000
Content: Sponsored Blog

3. Car Company

Company: Toyota
Goal: \$15,000
Content: Sponsored Post
on Instagram

4. Product

Company: Nike Running
Goal: \$18,000
Content: UGC Videos

5. Supplement

Company: Athletic
Greens
Goal: \$5,000
Content: Story Post

6. Technology

Company: Samsung
Goal: \$9,000
Content: Sponsored Post
on TikTok

7. Clothing

Company: Patagonia
Goal: 40% Commission
Content: Affiliate
Marketing

8. Software

Company: GetYourGuide
Goal: \$10,000
Content: Sponsored
Instagram repurposed to
TikTok

THINGS TO DO ONCE YOU HAVE FINISHED A BRAND COLLABORATION

INVOICE:

- Great free platforms to create invoices include [Invoice Generator](#) and [Canva](#)
- If you want more automated invoices, [Bill.com](#) and [Quickbooks](#) are good options, just watch out for fees
- Make sure to include important details such as late fees, bank account or payment information, etc. See your template below for everything!
- If manually keeping tab on your invoices, make note in your calendar of when they are due/past due so you can follow up if they don't pay you on time

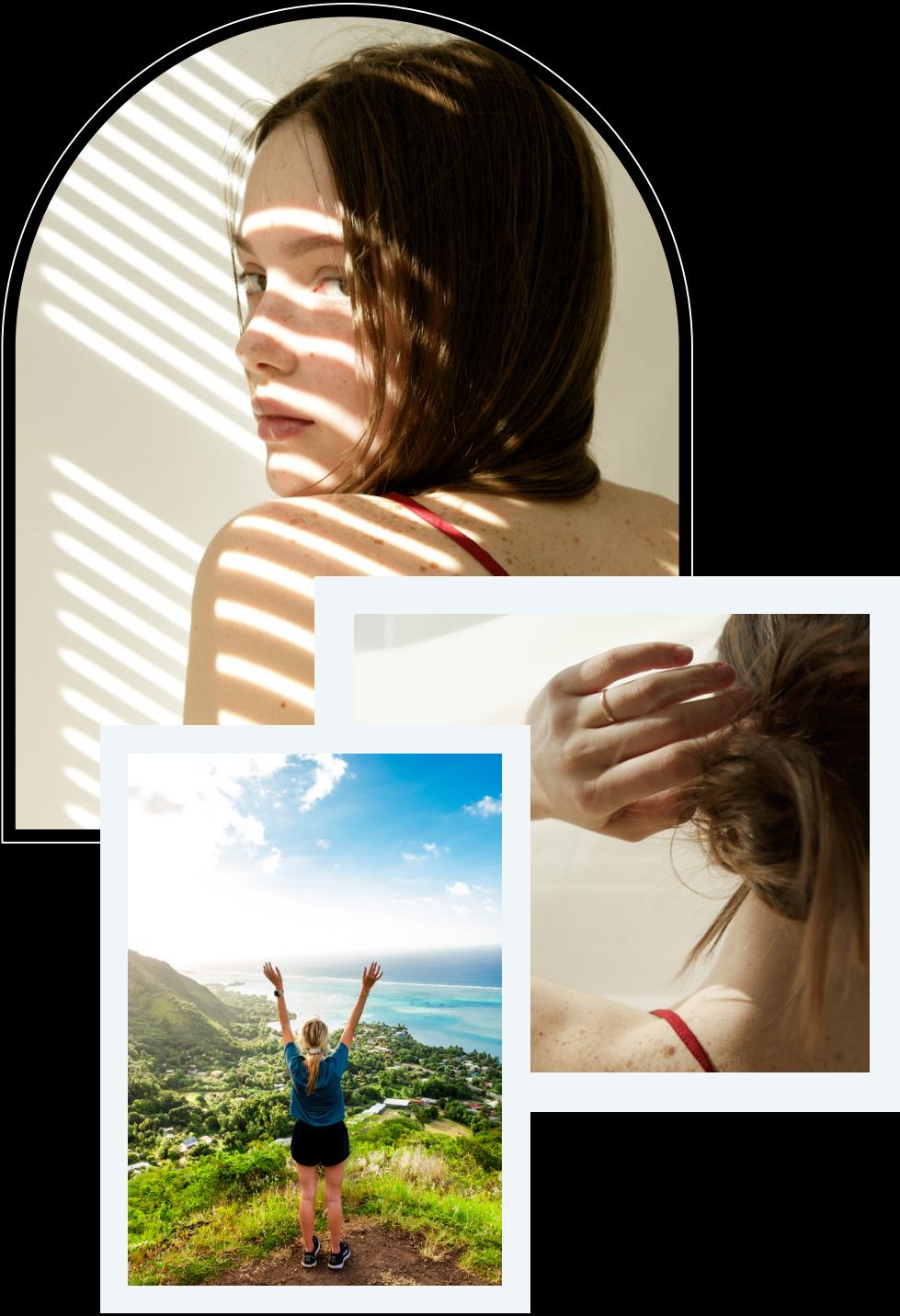
CAMPAIGN REPORT:

- Make sure to include total reach, impressions, comments, saves, sends, likes, and link clicks
- We typically make ours on Canva and will link a corresponding folder with screenshots or analytics
- Usually we will also screenshot notable comments or DMs with people who were interested or purchased the product we promoted
- We typically send it 2-3 weeks after the campaign is complete so the posts have had time to mature

NEXT STEPS

- **Go Long Term:** After about 3-4 weeks after sending a Campaign Report, we'd recommend reaching back out to your client to see if they have any more long term partnership opportunities. Make sure to thank them for their previous partnership and hit on the benefits of choosing a longer term partnership.
- **Get a Testimonial:** If they aren't interested or don't have the capacity to work with you again, ask them for a testimonial on working with you for your portfolio!

GOALS



Without proper direction, it's incredibly hard to grow your business in the way that you want. We recommend setting yearly, quarterly, and monthly SMART goals. That means they are Specific, Measureable, Acheivable, Relevant and Timely. And make sure to revisit these every quarter to see where your progress is!

2024 GOALS PLANNER

SOCIAL MEDIA GROWTH

- Which platform is your biggest priority?
- Which platform is your lowest priority?
- Is your action plan Specific, Measurable, Achievable, Relevant, and Time-Bound?
- Do you have a mix of Numbers Based and Skill Based Goals?

GOAL NO. 1

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 2

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 3

What is my goal?

Why do I want to achieve this?

ACTION STEPS

2024 GOALS PLANNER

STREAMS OF INCOME

- Which platform makes you the most \$\$\$?
- Which platform makes you the least \$\$\$?
- Is your action plan Specific, Measurable, Achievable, Relevant, and Time-Bound?
- Which platforms take you the most amount of time?
- How much income is passive vs. active?

GOAL NO. 1

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 2

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 3

What is my goal?

Why do I want to achieve this?

ACTION STEPS

2024 GOALS PLANNER

OVERALL BUSINESS GOALS

- Is your action plan Specific, Measurable, Achievable, Relevant, and Time-Bound?
- Are you doing all the work yourself or do you have a team?
- Are you consistently getting jobs? If not, are you pitching consistently, using a media kit, etc.
- Is your business structure set up?
- Can you work on negotiation or contract skills?

GOAL NO. 1

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 2

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 3

What is my goal?

Why do I want to achieve this?

ACTION STEPS

2024 GOALS PLANNER

DREAM CLIENTS

- Which companies would you like to work with?
- Why do you resonate with certain companies and not others?
- Are you currently posting work that resonates with these brands?
- Are you organically tagging these brands? Have you pitched them before? Have you followed up with them?
- Why should they hire you? Photo or video skills? Storytelling? High affiliate commissions?

GOAL NO. 1

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 2

What is my goal?

Why do I want to achieve this?

ACTION STEPS

GOAL NO. 3

What is my goal?

Why do I want to achieve this?

ACTION STEPS

OUTSOURCING CHECKLIST

Systems to have in place before you start outsourcing to other contractors or employees!

SOP (Standard Operating Procedure)

Master Affiliate Log In Sheet

Master Account/Password Sheet

Separate Account & Admin Setup (Facebook, Wordpress, Asana etc.)

Creative Asset Library (Photos & Videos)

1099 Software

Paypal Business Account

List of Common Brand FAQs

Business Bank Account

Solid Independent Contractor Agreement/Contract

Organizational Workflow Software (Asana, Notion, Airtable, Google Drive, etc.)

Brand Guidelines, Fonts, Style Guide

Resource Library (Media Kit, ROI Reports, etc.)

USA BUSINESS STRUCTURES

Our preferred structure: LLC (Limited Liability Company)

- **Basics:** An LLC is a business structure that combines the simplicity and flexibility of a partnership or sole proprietorship with the liability protection of a corporation. This means that the owners' personal assets are generally protected from business debts and lawsuits. You can either have single member or multi member LLCs.
- **Taxation:** By default, LLCs are taxed as "pass-through" entities. This means the business itself doesn't pay taxes. Instead, profits and losses are passed through to the owners' personal tax returns. However, you can also elect your LLC to be taxed as an S Corporation or C Corporation.
 - We decided to elect The Lovers Passport LLC to be taxed as an LLC S Corporation. Before that, we were just an LLC Partnership our first year in business. We recommend talking to your tax professional to see if switching would be tax advantageous for you.

Business Structure	Ownership	Liability	Taxes
Sole proprietorship	One person	Unlimited personal liability	Self-employment tax Personal tax
Partnerships	Two or more people	Unlimited personal liability unless structured as a limited partnership	Self-employment tax (except for limited partners) Personal tax
Limited liability company (LLC)	One or more people Single Member or Multi Member	Owners are not personally liable Legal Protection	Self-employment tax Personal tax or corporate tax The LLC itself doesn't pay taxes, but the profits or losses are passed through to the owners' personal tax returns.
Corporation - C corp	One or more people	Owners are not personally liable	Corporate tax
Corporation - S corp	One or more people, but no more than 100, and all must be U.S. citizens	Owners are not personally liable	Personal tax
Corporation - B corp	One or more people	Owners are not personally liable	Corporate tax
Corporation - Nonprofit	One or more people	Owners are not personally liable	Tax-exempt, but corporate profits can't be distributed

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ROYALTY FREE MUSIC



Artlist

Epidemic Sound

What are the rules about copyright music on social media?

When artists make music, they (and their labels) want to make money from their work. The law also agrees that the creator should be paid. Most platforms, including Tik Tok and Youtube, have strict rules against using copyrighted material that you do not have the right to use. In some cases, platforms make deals with rights holders to pay them a flat rate, allowing copyrighted content to exist on their platform.

Instagram has made several deals with the music industry to allow some use of copyright music on the platform. While the specifics of those deals are confidential, there are some guidelines to follow in an announcement by Instagram from May 20, 2020.

- Music recorded from live performances is permitted.
- Music may not be allowed in some countries. While music is available for Instagram in 90 countries, some places do not currently hold the rights, and might render these guidelines irrelevant in your area.

If you are making money from a video on Instagram, you **need** to use Copyright Free Music. There's no sure-fire way to look at a song and see if it's copyrighted. You can search for individual songs' copyright status, but as a rule of thumb, you should assume that you need to obtain a license to use it on Instagram. There are a few exceptions here, namely:

Copyright Free Music Platforms We Use and Recommend:

- Epidemic Sound
- Artlist
- IG Reels Library
- Tik Tok Library

If you are providing a video with Royalty Free Music from Epidemic Sound or Artlist, make sure to grant them the license as well from within your commercial account. Our link for Epidemic below will give you a Free 7 Day Trial!

SIGN UP FOR ARTLIST >

SIGN UP FOR EPIDEMIC >

TAXES FOR CREATORS

APRIL 15

JUNE 17

SEPT 16

JAN 15

As a freelancer in the United States, you are required to pay quarterly taxes to the government. That means on the dates listed above, you should be paying the IRS an Estimated Tax Payment, typically determined by your accountant. Failure to do so can result in penalties and fees.

Other Tax Deadlines to be aware of:

- 1099 Filing Due (for your Independent Contractors that you have W9s for): January 31
- 2023 Tax Return (or Extension) Due: April 15
- 2023 Retirement Contributions: If you plan to make any contributions to your traditional or Roth individual retirement accounts (IRAs) for the 2023 tax year, April 15 is your deadline!
- Deadline to file your extended 2023 personal tax return: October 15

TAXES & INDEPENDENT CONTRACTORS:

- If you hired a freelancer in the prior tax year, you're required to issue a 1099-NEC form to each contractor who earned more than \$600.
- If you were paid more than \$600 as a freelancer, you should expect to receive a 1099-NEC or 1099-K from a client or employer. Remember: January 31 is the last day for payers to postmark these forms, so even if you haven't received yours by the 31st, it may still be on the way to you.
 - *Reminder:* If you get paid on Venmo, Paypal, etc. you should check these platforms for a 1099 as well starting in 2024!

OTHER TAX TIME REMINDERS FOR CREATORS:

- Separate your business and personal expenses separate from one another. If you haven't done so, set up a separate business bank account to streamline your business operations and save you time and hassle come tax season.
- Keep track of all of your itemized receipts if you are planning on expensing them!
- Track your business transactions in a bookkeeping software to make sure you keep everything organized as efficiently as possible.
- Set aside money for taxes throughout the year to cover the taxes you will owe to help with cash flow.
- Keep track of the items that brands send you besides *gifts*, as you have to legally declare these items as income on your tax return. Find your template [here!](#)
- Keep track of your mileage for business related needs. You can find our mileage template [here!](#)