

# Kirstie Kolbie's Brand Deal Check List

The best brand deals build trust, strengthen your brand, and keep your audience coming back. Use this checklist before saying "yes" to any collaboration.

## 1. Research

- ☐ Is this a legitimate company?
- ☐ Does the email come from a professional business domain (not Gmail or Yahoo)?
- ☐ Does the company have an active website and social media presence?
- ☐ Are customer reviews generally positive?
- ☐ Have other creators worked with them successfully?
- ☐ Would I genuinely feel good recommending this brand to someone I care about?

## 2. Evaluate

- ☐ Does this fit my audience?
- ☐ Is the pay fair for the work required?
- ☐ Are the deliverables clearly explained?
- ☐ Is the timeline realistic?
- ☐ Will this strengthen my brand?

## 4. Disclose

- ☐ Will I clearly disclose this partnership?
- ☐ Does this sound like my normal content?
- ☐ Am I being honest?
- ☐ Can I share the positives & negatives?
- ☐ Does this align with my values?

## 3. Review

- ☐ What am I expected to create?
- ☐ When is payment due?
- ☐ How will payment be made?
- ☐ Who owns this after it's published?
- ☐ Are usage rights included? How long?
- ☐ Is exclusivity required?
- ☐ Are revisions limited & defined?
- ☐ Are cancellation terms included?

## 5. Protect

- ☐ Save the signed contract.
- ☐ Keep copies of all email communication.
- ☐ Save creative briefs & approval emails.
- ☐ Send an invoice (if applicable).
- ☐ Confirm payment has been received.
- ☐ Record for bookkeeping and taxes.
- ☐ Save everything in a client folder.

## 6. Final Check

- ☐ Am I excited about this partnership?
- ☐ Will this help—not hurt—the trust I've built with my audience?
- ☐ If this collaboration never existed, would I regret saying no?

