

# THE CREATOR *BLUEPRINT.*

The complete guide to turning your  
content into a career.

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## WHAT'S INSIDE

- > How to build a media kit that lands deals
- > What brands actually look for before booking you
- > How to price your content (and stop underselling)
- > Negotiation tactics used by professional managers
- > Usage rights: the money most creators give away free
- > When to get management (and what to look for)

# You're creating content. *But are you building a career?*

If you're a content creator with 10,000+ followers, brands are already looking at you. The question isn't whether you can get deals — it's whether you're getting the right deals, at the right price, with the right protections.

Most creators undercharge by 40–60%. Most give away usage rights for free. Most have no contract, no rate card, and no media kit. They're leaving thousands of pounds on the table every year without even knowing it.

This guide exists to fix that.

We've put together everything we know about turning content creation from a side hustle into a properly managed career. Whether you're just getting started with brand deals or you're already doing them and want to earn more, this blueprint covers the foundations you need.

Read it. Use it. And when you're ready to have someone handle all of this for you — you know where to find us.

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Pacitti Management / Glasgow

# YOUR MEDIA KIT

## *Your CV for brand deals*

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Your media kit is the single most important document in your creator career. It's what brands and agencies look at before they decide whether to work with you. Most creators either don't have one, or they have a terrible Canva template with a few photos and a follower count. That's not a media kit — it's a missed opportunity.

A proper media kit answers one question: why should a brand pay you money? Here's exactly what yours should include.

### **PAGE 1: THE HOOK**

Open with your niche, your audience, and your value proposition. Not your life story. A strong opener looks like: "Scottish food and lifestyle creator reaching 28K engaged followers, 78% UK-based, 65% women aged 25–40." That's a pitch, not a bio. Brands have 10 seconds — make them count.

### **PAGE 2: THE NUMBERS**

This is where most creators go wrong. Don't just list follower counts. Include:

- > Engagement rate with a benchmark comparison for your tier
- > Average reach per post (not impressions — reach)
- > Story views as a percentage of your follower count
- > Audience demographics: location, age, and gender split
- > Top 3 performing posts with view counts and engagement

### **PAGE 3: PAST COLLABORATIONS**

List brands you've worked with — even gifted collaborations count at the early stages. Include screenshots of the content and performance metrics if you have them. No brand work yet? Use your best organic content to demonstrate the quality a brand would receive.

### **PAGE 4: RATE CARD**

List specific deliverables with clear pricing. A single Instagram Reel, a Story sequence, a bundle package, and usage rights should all be separate line items. Never write "negotiable" or "prices vary" — it signals that you don't know your worth.

# WHAT BRANDS ACTUALLY CHECK

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Before a brand agrees to work with you, they check specific numbers. Not just your follower count — that's the starting point, not the deciding factor. Here are the five metrics that determine whether a brand says yes or no.

## 01 ENGAGEMENT RATE

The first number any brand looks at. Total engagements divided by followers. Below 1% is a red flag. Above 3% at any tier above 10K is strong. Above 5% is exceptional and commands premium rates.

## 02 STORY VIEWS VS. FOLLOWER COUNT

If you have 30K followers but only 300 people watch your stories, your audience isn't engaged. Healthy benchmark: 5–15% of followers watching stories consistently. This tells brands whether people care about your daily content, not just your highlight reel.

## 03 AUDIENCE DEMOGRAPHICS

A Scottish food creator with 80% US-based audience is worthless to a Glasgow restaurant brand. Brands check location, age range, and gender split. The more your audience matches their target customer, the more they'll pay.

## 04 CONTENT QUALITY & CONSISTENCY

Brands scroll your last 9–12 posts. They're looking for consistent aesthetic, good lighting and audio, content aligned with their values, and regular posting. Gaps of weeks between posts are a red flag.

## 05 BRAND SAFETY

Before signing a contract, brands review your content history. Controversial takes, offensive humour, and inconsistent messaging are all deal-breakers. You don't need to be boring — you need to be professional.

# HOW TO PRICE YOUR CONTENT

Pricing is where most creators lose the most money. Either they have no idea what to charge, or they accept whatever the brand offers. Both approaches leave serious money on the table.

## THE PRICING FORMULA

There's no universal rate card, but here's a starting framework based on what we see across hundreds of deals:

10K–25K FOLLOWERS	25K–75K FOLLOWERS	75K+ FOLLOWERS
Single Reel: £150–£400	Single Reel: £400–£1,200	Single Reel: £1,200–£3,500+
Story sequence (3–5 frames): £100–£250	Story sequence (3–5 frames): £200–£500	Story sequence (3–5 frames): £400–£1,000
Reel + Stories bundle: £250–£550	Reel + Stories bundle: £600–£1,500	Reel + Stories bundle: £1,500–£4,000+
Usage rights (30 days): 50–100% of creation fee	Usage rights (30 days): 50–100% of creation fee	Usage rights (30 days): 75–100% of creation fee

## IMPORTANT NOTES ON PRICING

- > These are guide ranges — your specific niche, engagement rate, and audience quality shift your position within them.
- > Engagement rate above 5%? You're at the top of your range. Below 2%? You're at the bottom regardless of follower count.
- > Always quote per deliverable, never per hour. Your years of building an audience are part of the value.
- > Never accept the first offer. Brands almost always open 30–50% below their actual budget.

# NEGOTIATION TACTICS

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The difference between a £900 deal and a £1,500 deal is usually one conversation. Here are the tactics professional managers use — and that you can use too.

## **NEVER ACCEPT THE FIRST OFFER**

Brands expect negotiation. Their first number is always below budget. When a brand offers £900, they almost certainly have £1,200–£1,500 available. Responding with data — your engagement rate, audience demographics, past performance — gives them the justification they need to approve the higher amount internally.

## **SEPARATE CREATION FEES FROM USAGE RIGHTS**

If a brand wants to run your content as a paid ad, that's a separate line item. The creation fee covers making the content. Usage rights cover the brand using it in their advertising. Standard usage pricing: 50–100% of the creation fee per 30-day period. This alone can double a deal.

## **BUNDLE DELIVERABLES FOR HIGHER VALUE**

Instead of quoting for a single Reel, offer a package: one Reel, three Stories, and a static post for a bundled price. Brands love packages because it simplifies their campaign planning. You benefit because the total deal value is higher, even if each individual item is slightly discounted.

## **SET CLEAR BOUNDARIES IN WRITING**

Every deal should have: specific deliverables with deadlines, a defined number of revision rounds (one is standard), usage rights scope and duration, exclusivity terms and duration, and payment terms (net-30 from delivery is standard). If it's not in writing, it doesn't exist.

## **KNOW WHEN TO WALK AWAY**

Not every deal is worth taking. If a brand won't pay fair rates, wants unlimited usage rights for free, or asks for exclusivity without compensation — decline politely. The brand that undervalues you today won't value you tomorrow either. Your reputation is worth more than a bad deal.

# USAGE RIGHTS

*The money most creators give away for free*

This is the single biggest area where creators lose money. When a brand says "we'd like to use your content in our paid campaigns," most creators say "sure" without realising they've just given away hundreds or thousands of pounds worth of value.

Here's why: when a brand runs your content as a paid ad on Meta, they might spend £5,000–£50,000+ promoting it. They're doing that because creator content outperforms brand-produced ads by 2–3x. Your content is generating real, measurable revenue for them. That's worth real money to you.

## HOW TO STRUCTURE USAGE RIGHTS

### > Always separate usage from creation.

The creation fee covers making the content. Usage rights are a separate charge for the brand to use it in advertising.

### > Charge per 30-day period.

Standard: 50–100% of the creation fee per month of usage. A £800 Reel with 60 days of usage rights becomes a £1,600–£2,400 deal.

### > Specify the channels.

Paid social only? All digital? Print? Each expansion of scope increases the price. Be specific about where they can use it.

### > Set an expiry date.

Usage rights should have a clear end date. After that, the brand needs to re-license or stop using your content. Perpetual rights should cost significantly more.

### > Watch for sneaky contract language.

"Brand will have rights to repurpose content across channels" buried in a brief is them trying to get unlimited usage for free. Always flag this and negotiate separately.

#### REAL EXAMPLE

A beauty brand offered one of our creators £800 for a Reel with "usage rights included."

We split the deal: £800 creation + £700 for 60 days usage. Total: £1,500. Nearly double.

**The creator would have accepted £800 and given the rights away for nothing.**

# CONTRACTS & *PROTECTION*

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No contract means no protection. Every single deal should have a written agreement — yes, even the £200 ones. Here's what every contract should cover and the red flags to watch for.

## EVERY CONTRACT MUST INCLUDE

- > Specific deliverables: exactly what content you're creating (format, platform, quantity)
- > Deadlines: when the brand sends the brief, when you deliver, when they approve
- > Revision rounds: one round is standard. Unlimited revisions is a red flag — never agree to this
- > Usage rights: where they can use your content, for how long, and at what cost
- > Exclusivity: if they want you to avoid competitor brands, specify the category and duration
- > Payment terms: how much, when it's due (net-30 is standard), and what happens if they're late
- > Content ownership: you should retain ownership of your content. The brand licenses it — they don't own it
- > Cancellation terms: what happens if the brand cancels after you've started work

## RED FLAGS IN BRAND CONTRACTS

- > "Perpetual, worldwide, irrevocable rights" — they want to use your content forever, everywhere, and you can never revoke it. This should cost a premium or be refused.
- > "Work for hire" language — this means the brand owns the content, not you. Avoid this unless the fee reflects total ownership.
- > "Unlimited revisions" — this gives the brand carte blanche to ask for changes indefinitely. Cap it at one or two rounds.
- > No payment terms specified — if there's no deadline for payment, you have no leverage when they don't pay.
- > Exclusivity without compensation — if they want you to avoid competitors, that costs extra. Category exclusivity for 30 days is reasonable. Six months is a negotiation.

# WHEN TO GET MANAGEMENT

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At some point, managing the business side of your creator career starts taking more time than creating content. That's when professional management stops being a luxury and starts being a necessity.

## SIGNS YOU NEED MANAGEMENT

- > You have a following but you don't know where to start with monetising it
- > You don't excel at negotiating and you know you're leaving money on the table
- > You're spending more time on emails, invoices, and admin than on creating content
- > Brands are approaching you but you're not sure what to charge or how to respond
- > You've done deals without contracts and got burned (or got lucky and want to stop relying on luck)
- > You want to grow but don't have a strategy beyond "post more"
- > You're earning from content but feel like you should be earning significantly more

## WHAT TO LOOK FOR IN A MANAGER

### > **Industry knowledge.**

They should understand the creator economy, know what brands pay, and have relationships with agencies and marketing teams.

### > **Transparent terms.**

You should understand exactly what you're paying and what you're getting. No hidden fees, no vague promises.

### > **Data-driven approach.**

A good manager uses your analytics to justify higher rates, not just gut feeling. They should be able to tell you exactly what your audience is worth.

### > **End-to-end support.**

Negotiation is just one part. A proper manager handles contracts, usage rights, invoicing, payment chasing, and content strategy.

### > **Track record.**

Ask for examples of deals they've closed. What was the opening offer vs. the final number? How do they handle usage rights? What's their process?

# READY TO STOP LEAVING MONEY *ON THE TABLE?*

This guide gives you the foundations. But building a media kit, negotiating rates, structuring contracts, chasing invoices, and managing brand relationships takes time — time you could be spending on creating content.

That's what we do.

Pacitti Management handles the entire commercial side of your creator career. We build your media kit, set your rates, negotiate your deals, manage your contracts, chase your payments, and develop your strategy. You create. We handle everything else.

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## GET IN TOUCH

Email

[hello@pacittimedia.com](mailto:hello@pacittimedia.com)

Phone

0141 474 9534

Website

[pacittimanagement.com](http://pacittimanagement.com)

Location

Glasgow, Scotland

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*Your content is the product.*

*We make sure you get paid what it's actually worth.*