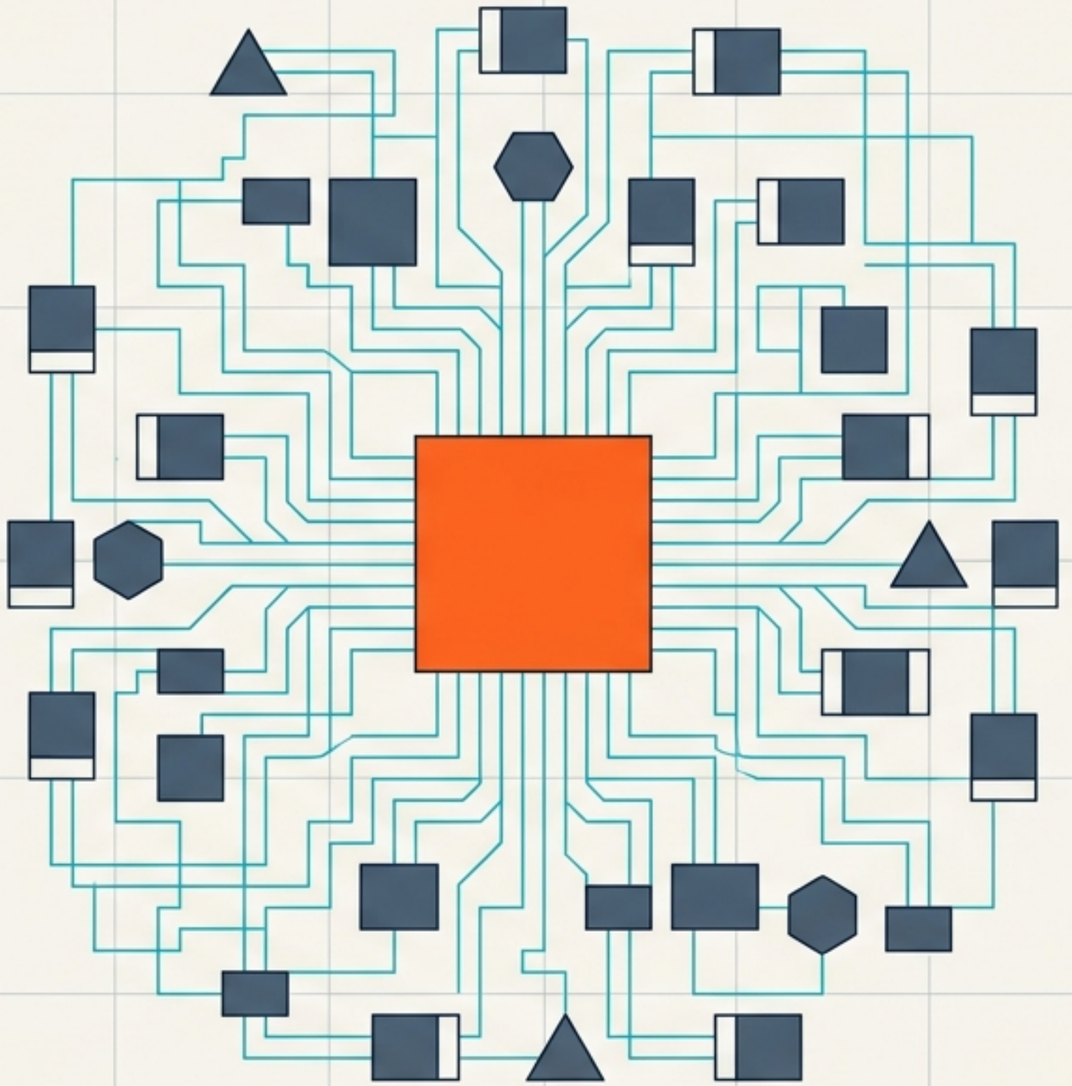
Engineering the Creator Partnership

Moving from ad-hoc outreach to rigorous, scalable B2B architecture.



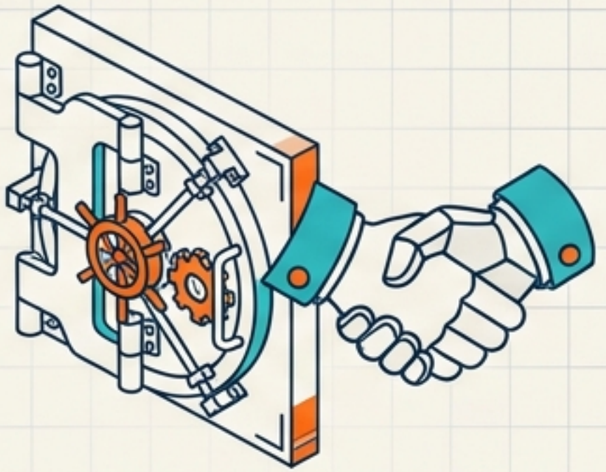
Module V / The Brand Manager’s Guide

Gemini Notebook



The Media Mindset

Treats creators as rented impressions.
Assumes budget dictates control.
Relies on spam, fake urgency, and hustle.



The Partnership Mindset

Treats creators as sovereign small business owners.
Recognizes their only real asset is audience trust.
Operates on ethical, highly structured B2B proposals.

According to CreatorIQ data, roughly 67% of creators earn under $10,000 annually from content. Predictability, fast payment, and respect are rarer—and more valuable—than you think.

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The Unambiguous Contact Hierarchy

Step 1:
Is a business email published?

→ Route here first. This is the gold standard for B2B.

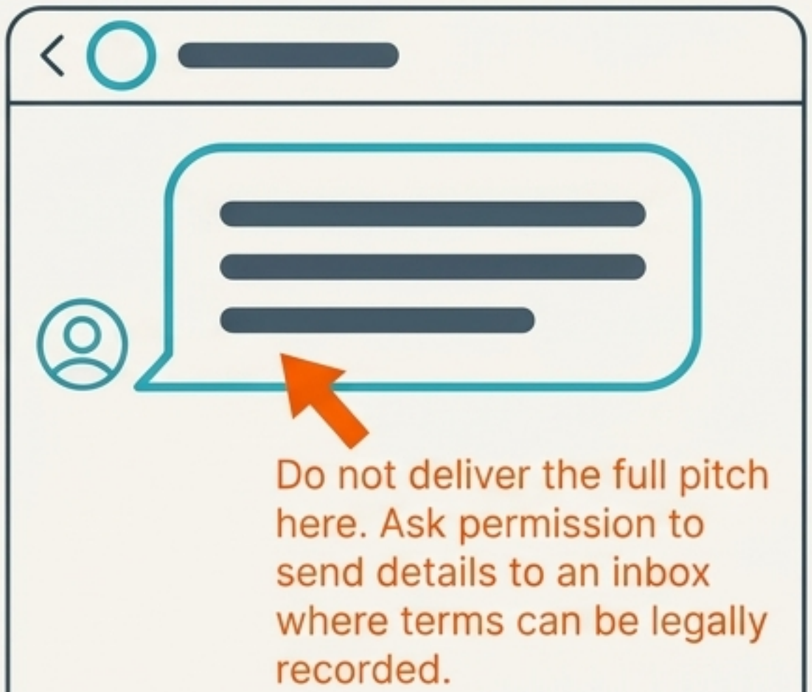
Step 2:
Is management listed?

→ Route to the agent. Respect the gatekeeper; ask for the rate card to acknowledge their pricing role.

Step 3:
No public email or agent?

→ The Permission DM.

Deep Dive



Do not deliver the full pitch here. Ask permission to send details to an inbox where terms can be legally recorded.

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The Infrastructure of Inbox Delivery

US CAN-SPAM (Opt-Out)

1. Accurate headers
2. Honest subject lines
3. Ad identification
4. Physical postal address
5. Clear opt-out mechanism
6. 10-business-day opt-out window
7. Retained sender responsibility (even if using an agency)

International & Technical



UK / EU / Canada: Consent-based. **Warning:** Sole-traders are often legally treated as individuals requiring opt-in consent, not corporate subscribers.

The Technical Baseline: SPF, DKIM, and DMARC (in monitoring mode) are required for baseline placement. Free tool like Listmonk or Mautic manage lists but still require a clean, authenticated SMTP delivery path.

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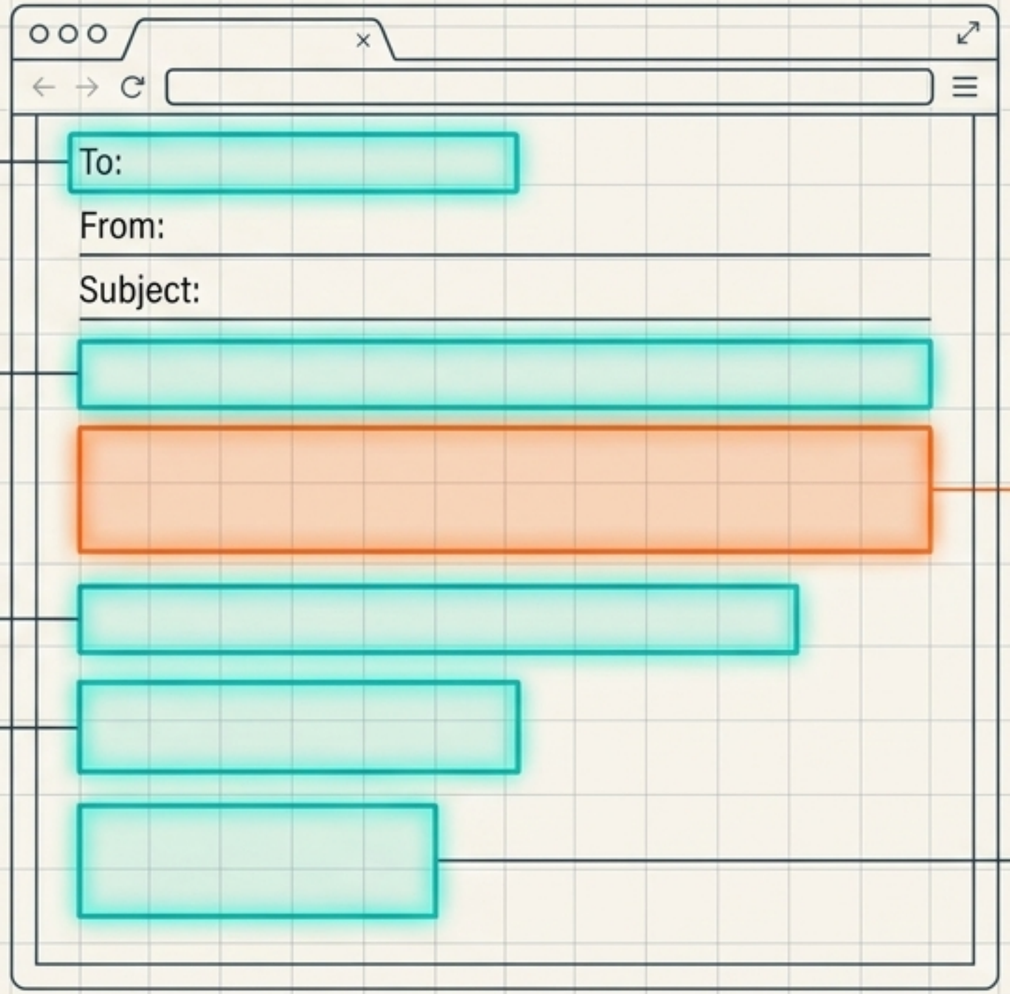
X-Ray Anatomy of an Answered Message

Identity: Who you are.

Reason: Specific, proven connection tied to their real content.

Ask: What exactly you want them to do.

Next Step: One singular, clear friction-free action.



Offer: Compensation, usage rights, and payment date.

Place this in the top third of the email. Late payment is the industry's top grievance.

Signature: Full contact details and physical address.

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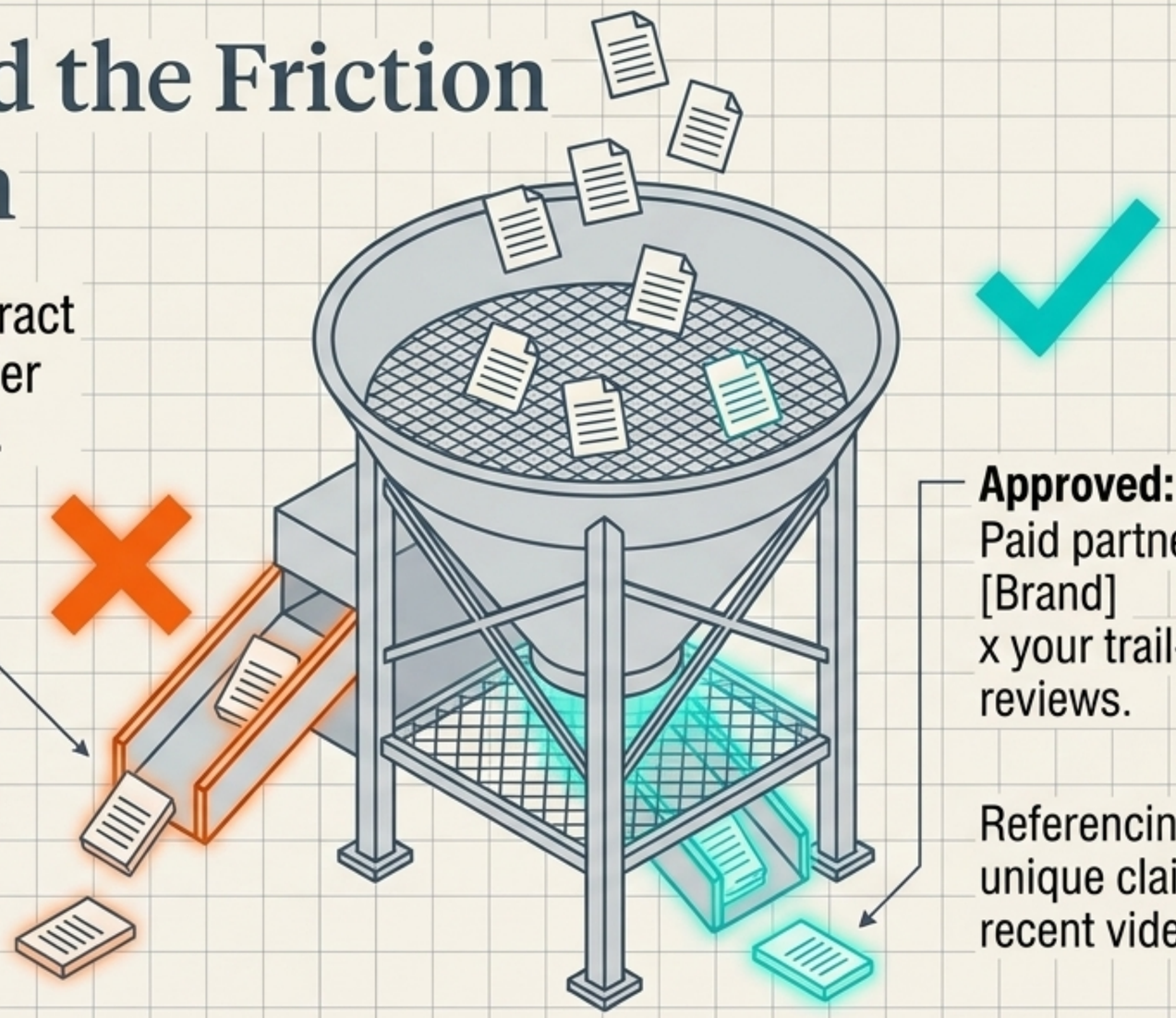
The Paste Test and the Friction of Personalization

An outreach message is a small contract proposal. Most fail because the sender buried the offer and faked familiarity.

Rejected:

Love your feed!
Quick question
We think you'd be a great fit.

The Rule: If your opening line works perfectly when pasted into another creator's message, delete it.



Approved:
Paid partnership: [Brand]
x your trail-running gear reviews.

Referencing a specific, unique claim from a recent video.

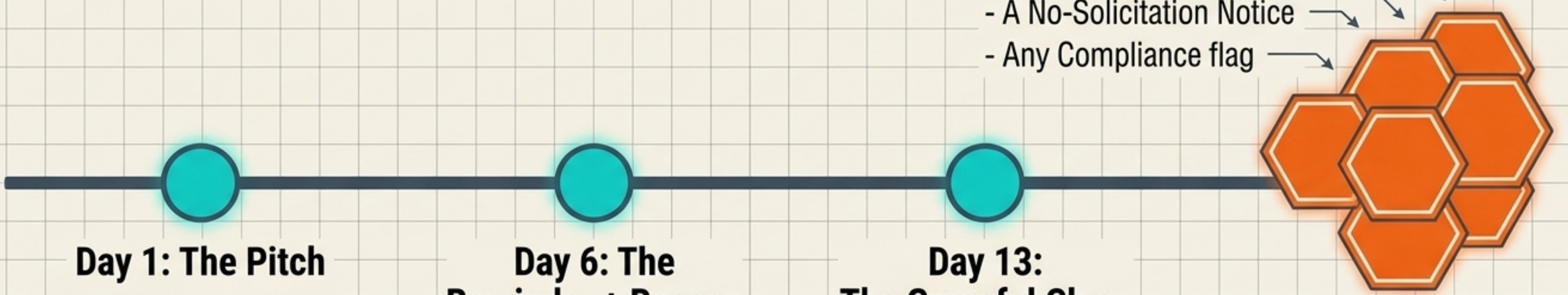
Honest personalization cannot be automated. You must cross the friction of actually watching their work.

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Engineering the Three-Touch Sequence

The Stop Mechanisms:
Sequence terminates immediately upon:

- A ‘No’
- Three Silences
- A No-Solicitation Notice
- Any Compliance flag



Day 1: The Pitch

The 6-part anatomical message.

Day 6: The Reminder + Reason

Adds a fresh fact or new context since the first message. Never just “bumping this”.

Day 13: The Graceful Close

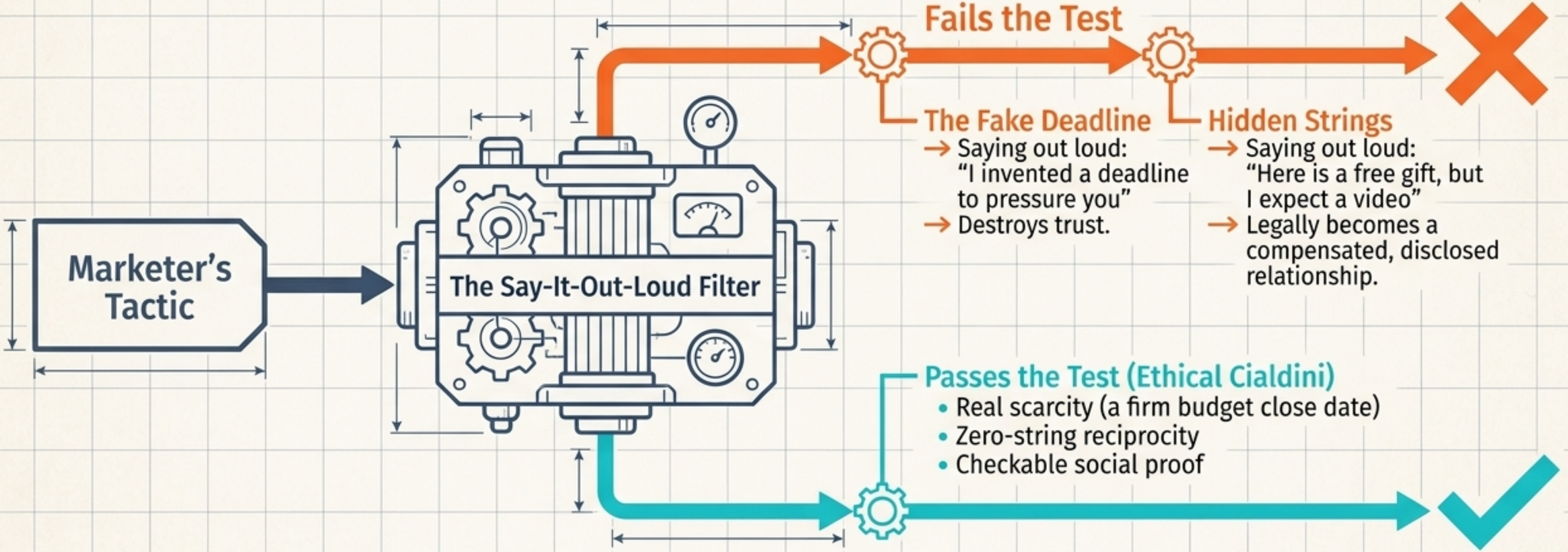
States it is the last message, thanks them, releases them from obligation, and provides an easy path to reopen the conversation.

Special Case: Gifted product requires zero follow-up chasing posts. Ask if it arrived safely, nothing more.

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Ethical Persuasion and the Say-It-Out-Loud Test

Friestad and Wright's Persuasion Knowledge Model: Trained communicators spot manipulation instantly. Manipulative tactics inevitably backfire on the brand.



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The Pitch Kit Stack Replaces the Heavy Email

1. The Brand One-Pager

Who we are, why we chose you, and critically, What We Do Not Do (e.g., 'No perpetual rights without separate pay', 'No hiding paid relationships'). This acts as a trust-building testimonial.

2. The Offer Sheet

A compensation menu (Flat fee, Hybrid, 3-Month options) mapping usage rights, exclusivity, required deposits, and explicit late fees.

3. The Creator Brief

A detailed 9-part guardrail document. (Note: Held back until the creator explicitly expresses interest to avoid overwhelming the cold pitch).

Infrastructure Note: The kit runs entirely on free/open-source tools (LibreOffice, Scribus, DocuSeal, Baserow, Shlink).

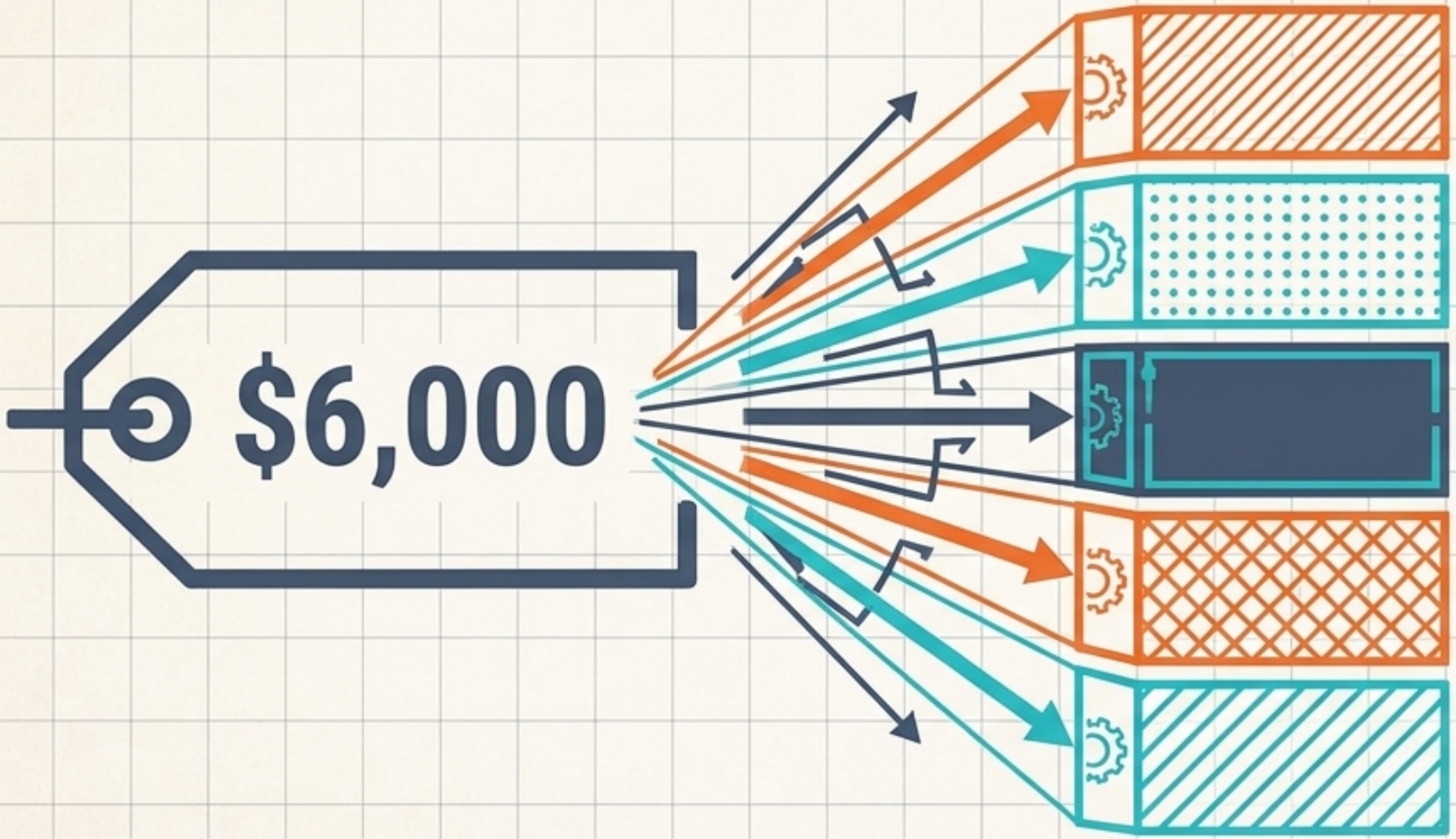


The Doorbell

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Deconstructing the Bundled Rate Card

No verified universal rate card exists. Vendor benchmarks disagree by up to 5x. Treat quotes as bundled anchors, not absolute truths. Ask questions to unbundle the number before making any counter-offer.



Base Creation Fee

Time, gear, and production of the asset.

Usage Rights

Priced by duration and channel (avoiding perpetual buyouts).

Whitelisting

Authorization scope, duration, and access.

Exclusivity

Narrowly defined by named competitors and strict time windows.

Rush/Timeline

The cost of priority scheduling.

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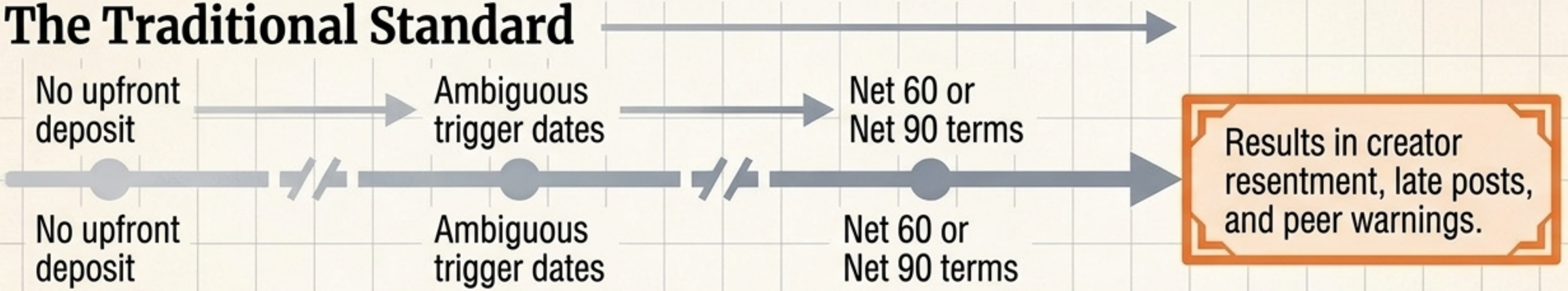
The Asymmetric Negotiation Matrix

Negotiation Lever	Brand's Cost to Concede	Creator's Value Received
Base Fee	[High]	[High]
Usage Rights (Short-term)	[Low]	[High] protects future IP
Whitelisting	[Medium] requires ad spend	[High] drives algorithmic growth
Exclusivity (Narrow vs Broad)	[Low] narrow is usually fine	[High] broad exclusivity kills their pipeline
Revision Rounds (Capped at 2)	[Low]	[High] stops scope creep
Payment Terms (Net 15)	[Low] just requires process	[Massive] solves their #1 pain point

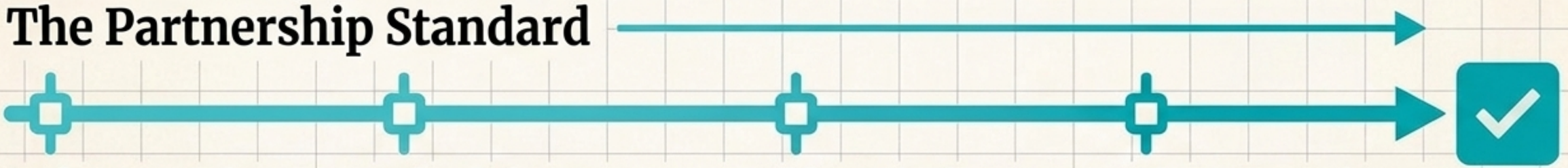
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Payment Timing as the Ultimate Trust Lever

The Traditional Standard



The Partnership Standard



The Deposit:
25% to 50% paid at contract signing.

The Trigger:
Balance countdown begins at a verifiable milestone (e.g., live link verified), not upon invoice receipt.

The Window:
Balance paid in 15 to 30 days. Write the exact date down.

The Protection:
Include a defined Kill Fee and clear walk-away point agreed before the first conversation.

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The Architecture of a Yes

Compliance
(The Foundation)

DMARC, SPF, and CAN-SPAM duties clear the path to the inbox legally.

The Approach

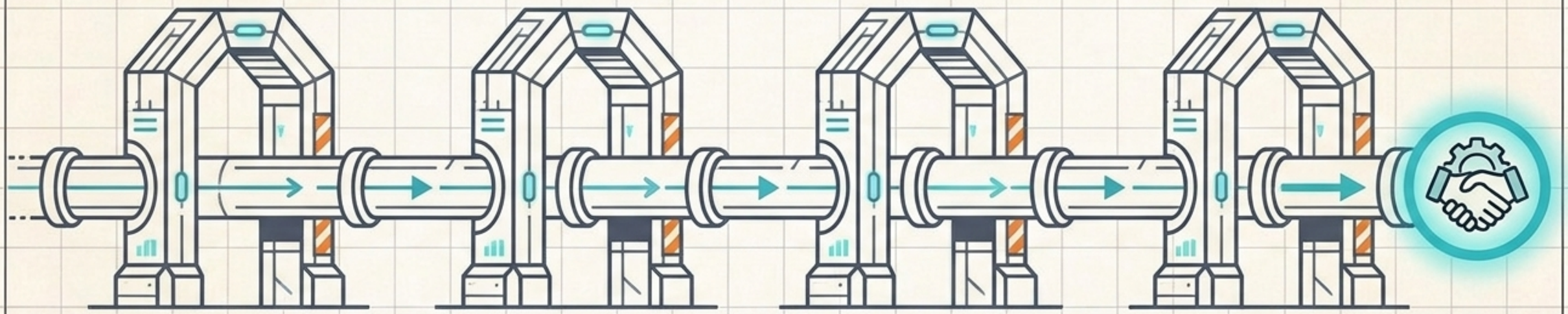
The 6-Part Message & 3-Touch Sequence. Filtered by the Paste Test, executed with a defined stopping point.

The Proposal

The Pitch Kit. Eliminating hidden strings and proving professional intent with explicit ‘What we do not do’ rules.

The Handshake

Unbundled Negotiation. Trading asymmetric value (fast payment, narrow exclusivity) over haggling base fees.



A ‘Yes’ is not manipulated; it is engineered through transparent, predictable, and respectful B2B systems.

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