



She'll generate \$5000 in sales for us from her 2 emails and 6 pieces of Instagram content.

Easy! I'll do 2 Instagram posts and a Story mention.



“BOUNDARIES ARE A  
COURTESY THAT WE  
EXTEND TO EACH  
OTHER.”

-LISA ANDERSON SHAFFER





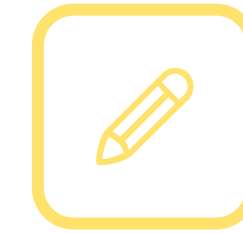
What picture you  
want to create?

Contracts get  
everyone on the  
same page

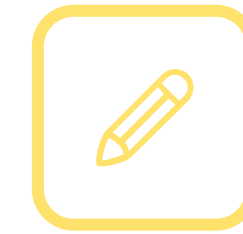




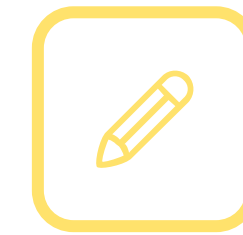
# Benefits of a contract



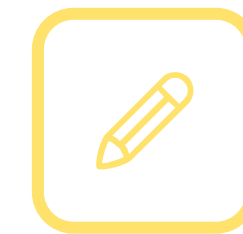
Waste less time



Sets the tone of the relationship



Understand what's needed



Trust and transparency

9.

**Insurance.** The Contractor will carry liability insurance, if warranted) relative to any services that the Contractor provides. The Contractor will also carry liability insurance for the Contractor's employees, including workers' compensation, health benefits, social security, medical, dental, vision, and unemployment insurance benefits, or any other benefits that the Contractor may provide to its employees. The Contractor will not assign any of her rights under the Agreement, or any of her duties hereunder, to any other person without the prior written consent of the Contractor.

10.

**Assignment.** The Contractor shall not assign any of her rights under the Agreement, or delegate the performance of any of her duties hereunder, to any other person without the prior written consent of the Contractor.

SIGNATURE



Legalese is *not* required.



9.

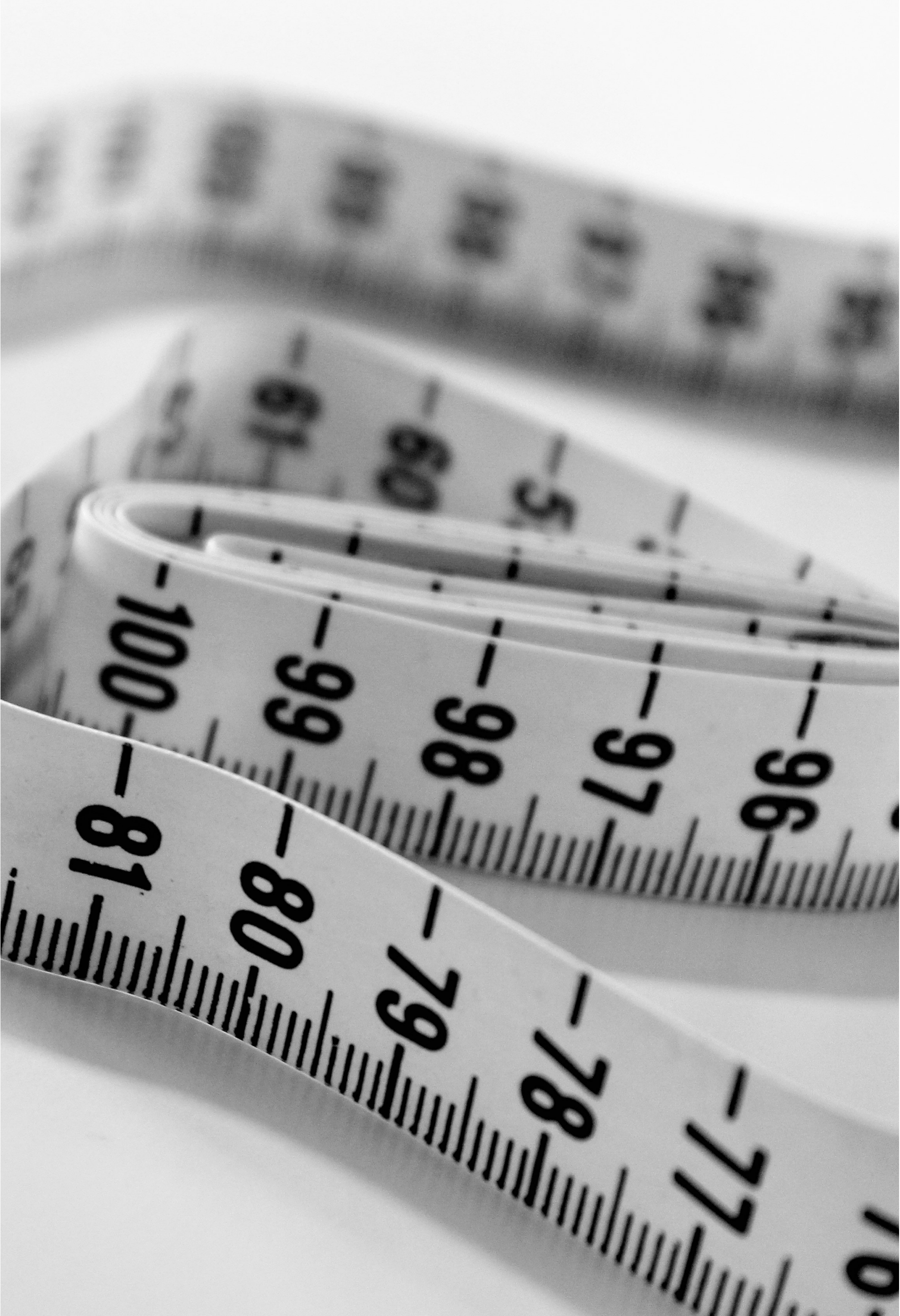
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SIGNATURE





# DANGER, WILL ROBINSON

There is such a thing as a  
contract that's TOO SHORT.



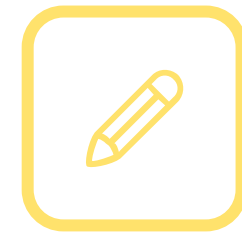
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# THE NITTY GRITTY OF A CONTRACT

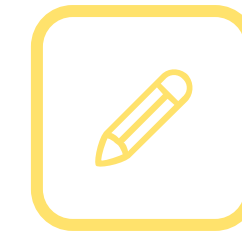
# Topics that you might want to cover



Who is involved?



On-going or one-time partnership?



What content will the influencer create?



Is there exclusivity?



Who owns the content?  
And how can it be used?



What products or services will be promoted?

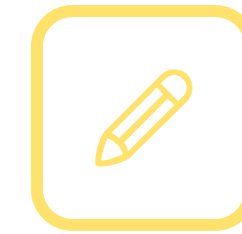
# Topics that you might want to cover



How and when will money be exchanged?



Will the brand be providing the Influencer any collateral?



Will the brand have approval rights?



What is the timeline?



Is there a penalty if this timeline is not met?



What about post-campaign metrics?

# Topics that you might want to cover



What's your relationship with each other?



How will you handle disagreements?



How can you exit the relationship if it's not working?



# Contract

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps in making good messages with the right kind of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It studies short term and long term activities of marketing that help to do with the availability of a company's situation and contribute to its objectives, making your strategy into action. It is how your marketing budget will be set, at the same time it will show you how you're going to work with your targets.

Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximize your profit. Branding is defined as the process of coming up with a name or design for a product or service that is unique and memorable. It is a way to differentiate your products and services from others. It is important to be both. You should expect from the products and services you offer. It's important to have a consistent brand identity across all your marketing materials. Logo is the main foundation of your brand. All the promotional materials like brand messages are determined and planned based on the questions how, what, when to deliver brand messages and distribution channels are parts of brand strategy.

The strategy of branding you have should be consistent, because it leads up or making a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads up or making a unique name or design for a certain product. The strategy of branding you have should be consistent, because it leads up or making a unique name or design for a certain product.

- (A) It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target.
- (B) Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It studies short term and long term activities of marketing that help to do with the availability of a company's situation and contribute to its objectives, making your strategy into action.
- (C) The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps in making good messages with the right kind of marketing approaches in order to have a good outcome of your sales and marketing activities.
- (D) A marketing strategy helps in making good messages with the right kind of marketing approaches in order to have a good outcome of your sales and marketing activities.
- (E) Putting your strategy into action is how you marketing plan should work. Marketing budget, sales and marketing activities.
- (F) Improvement should be measured regularly and assessed in order for you to know what's working and what's not. Customers buying cycles will help you saving money and maximizing sales. The marketing plan should be based on how your sales are followed up and the activities you doing to develop your offers.
- (G) Brand messages are delivered and planned based on the questions how, what, when to deliver brand messages and distribution channels are parts of brand strategy.

You must keep your *PACT*.



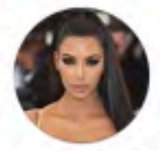


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Produce fashion is making a comeback.



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A person is shown from the side, wearing a light-colored shirt, writing on a document with a blue pen. The scene is set in a meeting room with a table, a laptop, and a potted plant. The entire image is overlaid with a semi-transparent blue filter. Two short, horizontal yellow lines are positioned above and below the main text.

“OUR FILMS DON’T GET FINISHED,  
THEY JUST GET RELEASED.”

- JOHN LASSETER