



FOR INFLUENCERS &amp; CONTENT CREATORS

# Brand Partnership Negotiation Toolkit.

Know your worth, build a rate card that anchors high, negotiate like a professional, and turn one-off deals into long-term partnerships. The complete commercial playbook for creators.

**6**

Parts

**7**

Tactics

**8**

Contract Clauses

**3**

Numbers to Prep

FOR INFLUENCERS & CONTENT CREATORS

# Negotiation Toolkit 2026.

*"Brands will anchor the negotiation to the lowest defensible number if you let them. Your job is to anchor it higher with data."*

DOCUMENT

Resource 17

WRITTEN FOR

Creators & Influencers

FORMAT

Six-part commercial  
playbook

INSIDE THIS TOOLKIT

Six parts · for creators

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## INTRODUCTION

# Anchor the number **higher** with **data**.

The single most important preparation for any brand negotiation is knowing your own commercial value — not just your follower count, but the full picture of what you bring to a partnership.

Brands will anchor the negotiation to the lowest defensible number if you let them. Your job is to anchor it higher, with data: your engagement rate, your audience quality, your niche authority, your

production value, and — most powerfully — your proven performance on past campaigns.

This toolkit walks through the full commercial arc of a creator partnership: knowing your worth, pricing it, negotiating it, contracting it, proposing it, and turning it into a relationship that pays for years rather than a transaction that pays once.

It is written for creators who want to be treated — and paid — as the professional businesses they are.

## PART 01 · KNOW YOUR WORTH

# Five things that drive your value.

**F**ollower count is the least useful number you have. What actually moves your rate is the quality of what sits behind it — and brands increasingly know the difference.

The five drivers: **engagement rate and quality**, **audience quality and demographics**, **niche authority**, **content production value**, and — the most powerful of all — **past campaign performance**.

A creator with 40,000 followers in a brand's exact target demographic is worth more than one with 200,000 diffuse followers. Real conversion data from a past campaign is worth more than any follower count. Lead with the data that proves it.

## PART 01 · YOUR WORTH



*"Know your numbers before every call."*

WHAT ACTUALLY DRIVES YOUR VALUE

# Five drivers, in order of power.

01

### Engagement rate & quality

Above-benchmark engagement is your primary negotiating asset. Brands now understand it matters more than reach.

02

### Audience quality & demographics

Who your audience is matters as much as how many. Tight demographic alignment commands a premium.

03

### Niche authority

Depth of expertise and community trust is commercially valuable – and underpriced in most creator deals.

04

### Content production value

Consistently high-quality, distinctive content is a production cost brands pay for alongside audience access.

05

### Past campaign performance – your most powerful tool

Click-through rates, promo-code redemptions, conversion data, affiliate revenue. Real performance data from real campaigns is worth more than any follower count in a negotiation.

BENCHMARK ENGAGEMENT RATES

by platform & tier · 2026

PLATFORM	TIER	HEALTHY RANGE
Instagram	Nano · 1K–10K	5–10%
Instagram	Micro · 10K–100K	3–6%
Instagram	Mid-tier · 100K–500K	1.5–3%
TikTok	All tiers	3–8%
YouTube	All tiers	20–50% view/sub ratio

## BUILDING YOUR MEDIA KIT

# Your commercial document, **one to two pages.**

Your media kit is the thing you send before a negotiation – to establish your value before the first number is discussed. Include all six elements below.

## THE MEDIA KIT CHECKLIST

- Who you are** – a brief, compelling description of what you create and who your audience is
- Key metrics** – follower counts across platforms, average engagement rates, monthly reach, average views
- Audience demographics** – age, gender, top geographies, income indicators
- Highlight reel** – your 3–5 best-performing pieces, including at least one past brand partnership
- Past performance data** – sponsored engagement rates, affiliate conversions, promo-code redemptions where available
- Contact & rates** – contact information and a rate card, or a note that rates are available on request

*Update it every quarter.* A media kit with outdated numbers signals disorganisation. One with current, growing metrics signals professionalism and momentum – and momentum is itself a negotiating asset.



*"A rate card is not a price list — it is a negotiating anchor."*

# A rate card is an anchor, not a price list.

Its purpose is to establish a starting point that reflects your genuine value — and makes it harder for brands to underpay you.

The widely-cited baseline is **\$100 per 10,000 followers** for an Instagram feed post. But that is a **floor, not a target** — it accounts for none of the factors that should push your rate above it.

The next pages give you the multiplier table that takes you from floor to fair, the format-by-format structure, and the additional fees you should always price separately.

THE BASE RATE FORMULA

# From floor to fair.

Start at the baseline of \$100 per 10,000 followers for an Instagram feed post – then apply the multipliers below to reflect your actual value.

**Starting benchmark. \$100 per 10,000 followers** (Instagram feed post). This is the widely-cited floor. Every factor in the table below moves you up from there – or, for below-benchmark engagement, down.

**RATE-CARD MULTIPLIERS**

apply to your base rate

FACTOR	MULTIPLIER
Engagement rate 50% above benchmark	+25–40%
Engagement rate 2× benchmark	+50–75%
High-value niche (luxury, finance, tech, beauty)	+15–40%
Geographic audience in premium markets (US, UK, UAE)	+15–25%
Proven conversion data from previous campaigns	+20–50%
Below-benchmark engagement rate	-20–30%

**Stack them honestly.** A creator with 2× benchmark engagement, in a high-value niche, with proven conversion data, can legitimately price at well over double the baseline floor. The multipliers are not aspirational – they are defensible, provided you have the data to back each one.

RATES BY PLATFORM & FORMAT

# Every format, priced differently.

FORMAT MULTIPLIERS

relative to your base feed-post rate

FORMAT	PLATFORM	RATE
Feed post (static)	Instagram	Base rate
Carousel	Instagram	Base + 15-20%
Reel	Instagram	Base + 25-40%
Stories (3-5 frames)	Instagram	Base × 0.4-0.6
Full package (Reel + Stories)	Instagram	Base × 1.5-1.8
Standard video	TikTok	15-25% below your Reel rate
Integrated mention (60-90s)	YouTube	2-3× your Reel rate
Dedicated video	YouTube	3-4× your Reel rate

ADDITIONAL FEES

always priced separately from base

ADD-ON	FEE
Usage – organic brand social channels	+15-25%
Usage – paid advertising / boosting (per 3 months)	+30-50%
Usage – website / email marketing	+15-20%
Exclusivity – category, during campaign	+20-30%
Exclusivity – category, post-campaign (90 days)	+30-50%
Rush fee – under 7 days briefing to approval	+25-50%

## THE PRINCIPLE BEHIND PART 03

# The number you say **first** sets the range.

**N**egotiation is not a personality contest – it is preparation. The creators who consistently close at higher rates are not the most charismatic. They are the most prepared.

Walk into every negotiation with **three numbers** already decided: your **target**, your **walkaway**, and your **opening anchor** – set 20–30% above target. Brands almost always negotiate down; anchoring high gives you room to close where you actually want to land.

And then the hardest discipline of all: after you state your number, **stop talking**. The pressure of silence moves more deals than any argument you could make. Filling it with justifications is the most common – and most expensive – mistake creators make.



*"After you state your rate — stop talking."*

## PART 03 · BEFORE THE FIRST CALL

# Prepare three numbers.

Decide all three before the conversation starts — never during it. The negotiator who knows their numbers cold is the one in control of the call.

**Number 1****Target rate**

What you genuinely want to achieve for this partnership — based on your rate card and the brand's apparent budget signals.

**Number 2****Walkaway rate**

The minimum you will accept before declining. Know this number before the conversation, not during it.

**Number 3****Opening anchor**

The number you state first — 20–30% above your target, to leave room to close where you actually want to end up.

**Why anchor above target.** Brands almost always negotiate down from your first number. If your opening anchor *is* your target, every concession takes you below it. Anchoring 20–30% high means even a negotiated-down deal lands at or near where you wanted to be.

**A note on the walkaway.** A partnership that pays below your walkaway rate is not worth taking. Underpriced deals set a precedent that is hard to reverse, occupy time that could go to better opportunities, and create a difficult renegotiation dynamic if the brand wants more later. The walkaway number exists to be honoured.

## SEVEN TACTICS THAT WORK · 1-4

# Tactics that close higher.

- 1 Let them go first if you can**

When a brand asks your rate before you've shared it, try to get their budget range first: *"I want to make sure we're aligned on scope before I share a number — do you have a budget in mind?"* If they name a number above your target, you've just learned the ceiling.
- 2 Anchor with data, not feelings**

*"Based on my engagement rate of X%, above the benchmark for my tier, and audience demographics that align closely with your target market, my rate for this deliverable is \$X."* Data-anchored rates are far harder to push back on than numbers with no justification.
- 3 Never accept the first offer**

Brands routinely start 20–30% below their actual maximum. A first offer is an opening position, not a final one. Even if it's fair, a professional counter signals that you understand your value.
- 4 Negotiate the package, not the line item**

If you can't move on the base fee, negotiate usage-rights duration, exclusivity scope, revision rounds, or payment terms. These have real commercial value that can be added or removed to find a package that works for both sides.

## SEVEN TACTICS THAT WORK · 5-7

# Silence, bundles & the walk.

- 5 Use silence deliberately**

After stating your rate or counter-offer, stop talking. The pressure of silence leads many brand negotiators to improve their offer without prompting. Filling the silence with justifications or concessions is the most common negotiation mistake creators make.
- 6 Bundle for higher total value**

If a brand wants one Reel, propose a package — a Reel plus Stories, or two months of content — at a package rate that increases total deal value while offering better per-unit economics. Bundles close at higher total fees than individual deliverables.
- 7 Know when to walk away**

A partnership that pays below your walkaway rate is not worth taking. Underpriced partnerships set a hard-to-reverse precedent, occupy time that could go to better opportunities, and create a difficult renegotiation dynamic if the brand later wants more. Walk away from deals that don't meet your floor.

***The thread through all seven.*** Every tactic here is a way of shifting the negotiation from “*what will this creator accept?*” to “*what is this partnership worth?*” — and the second question always produces a higher number.

# Every partnership, in writing.

Every brand partnership — regardless of size — should be documented in a written agreement before any content is created.

This is not about distrust. It is about **clarity**. The most common causes of creator-brand disputes are not bad faith — they are ambiguity about scope, deliverables, and payment terms that a clear contract would have resolved.

The next page lists the eight clauses that should appear in every agreement you sign. None is optional.

*"Not about distrust — about clarity."*

## THE EIGHT NON-NEGOTIABLE CLAUSES

# What every contract **must define**.

**1 · Deliverables specification**

Platform, format, quantity, minimum specs, and go-live date. Vague deliverables create scope creep — “one more post” should require a new agreement and fee.

**2 · Payment terms**

Exact amount, payment trigger, method, late consequences. Never begin production without a deposit — 50% upfront on signing is standard.

**3 · Usage rights**

Which rights, for how long, in which territories. In-perpetuity all-channel use is worth far more than a 90-day organic licence — price and document precisely.

**4 · Approval process**

Revision rounds included, feedback turnaround, what constitutes approval. A brand that takes three weeks then asks five rounds has changed the scope.

**5 · Exclusivity**

Define category precisely, with start and end dates and a fee. “No competitor partnerships” is too vague to enforce.

**6 · Disclosure obligations**

A clause confirming your obligation to disclose the paid partnership in compliance with regulations — protecting you as well as the brand.

**7 · Kill fee**

Agree before production. Standard: 25–50% if cancelled before draft delivery; 100% if cancelled after final approval.

**8 · Termination**

Grounds, notice period, and what happens to already-posted content — typically it stays live but the brand loses repurposing rights.

**For high-value agreements.** The LMG Media **Contract & Usage Rights Template** (Resource 12) gives you the full clause-by-clause structure. For significant deals, have it reviewed by a qualified legal professional.

## PART 05 · WRITING PROPOSALS THAT WIN

# The winning proposal **structure.**

For larger partnerships and ambassador programmes, a formal proposal gives you a significant competitive advantage over creators who respond to a brief with a rate card and nothing else.

- 01 Executive summary** — *half a page*  
Who you are, why you're the right creator, what you're proposing. Write it last — it should crystallise everything that follows.

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- 02 Audience overview**  
Demographics, key metrics, and engagement data presented visually. Show why your audience matches their target consumer — not just that it's large.

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- 03 Campaign concept** — *the most important section*  
Propose three specific campaign ideas at varying scope and investment. Creative, specific to the brand, demonstrating you understand their objectives. Generic concepts lose to specific ones every time.

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- 04 Package options with clear pricing**  
Two or three options at different price points. This shifts the decision from "should we work with this creator?" to "which package?" — a much easier yes.

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- 05 Social proof**  
One or two past partnerships with performance data. Even modest data — "847 link clicks, 3.2% engagement" — beats no data.

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- 06 Clear next step**  
Tell the brand what to do next. "I'd love to schedule a 20-minute call to discuss" beats an open-ended close.

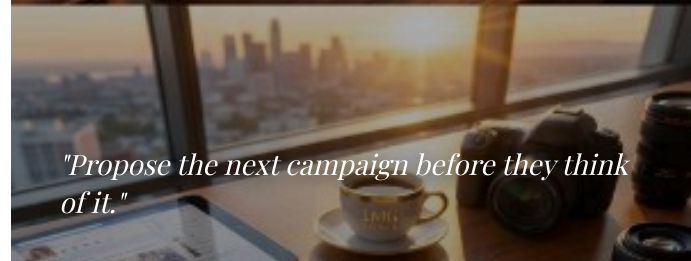
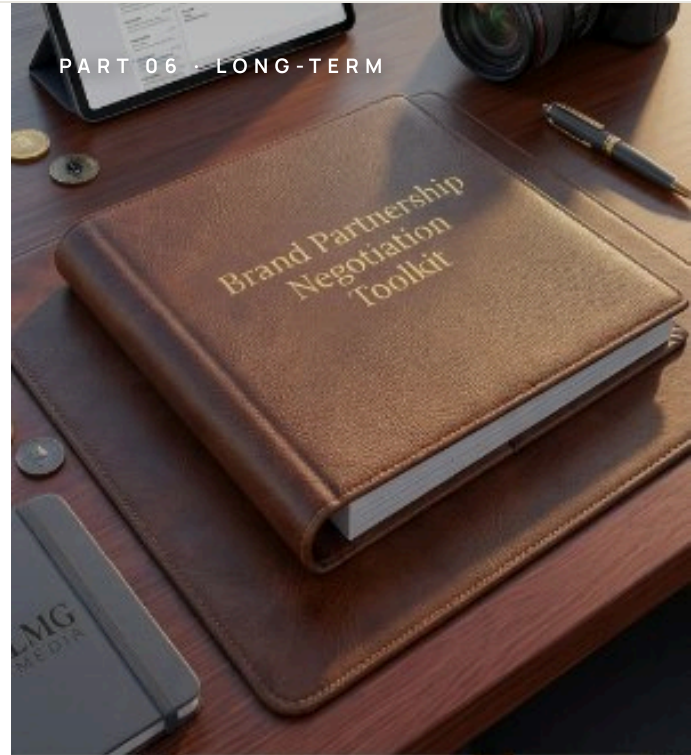
PART 06 · LONG-TERM PARTNERSHIPS

# From transaction to relationship.

A single paid post is a transaction. A six-month ambassador partnership is a business relationship – and business relationships are where sustainable creator income comes from.

Three behaviours make the first campaign the beginning of many: **over-deliver** on the first campaign; **share post-campaign data proactively** at 7 and 30 days without being asked; and **propose the next campaign before they think of it** – a concrete concept tied to their upcoming launches, not a generic "let's work together again."

Creators who bring ideas are perceived as strategic partners. Those who wait to be briefed are perceived as content suppliers. The next page covers how to structure the ongoing deal.



## STRUCTURING LONG-TERM ARRANGEMENTS

# Three ways to structure the ongoing deal.

For ongoing partnerships, propose retainer structures that work for both sides — predictable for the brand, sustainable for you.

## Monthly Retainer

A defined set of deliverables per month — say two Reels and four Stories — for a fixed monthly fee. Predictable for both parties and far more efficient than renegotiating every campaign.

## Ambassador Programme

A 6–12 month arrangement covering multiple campaigns, event appearances, and product previews. Price at a discount to the sum of individual rates — reflecting the value of commitment and reduced admin — but ensure the total justifies the exclusivity.

## Performance-Based

For brands with strong attribution, a hybrid base fee plus commission on sales. For genuinely high-converting audiences this can significantly increase total earnings. Best for ecommerce categories where affiliate tracking is straightforward.

***The compounding advantage.*** Each renewal removes the cost and uncertainty of finding the next deal. A creator with three ongoing retainers has a predictable income base that a creator chasing one-off posts never will — and predictable income is what turns creation into a business.

## KEY TAKEAWAYS

# The toolkit in **seven lines.**

If you remember nothing else, remember these seven. They are the difference between being paid like a hobbyist and being paid like the business you are.

## SEVEN TAKEAWAYS FOR CREATORS

- Know your numbers before every call.** Engagement, demographics, and past performance – not follower count – are your real negotiating assets.
- Your rate card is a floor multiplied up,** not a floor. Stack the multipliers you can defend with data.
- Prepare three numbers** – target, walkaway, and an opening anchor 20–30% above target – before the conversation starts.
- Never accept the first offer,** and after you state your number, stop talking.
- Get everything in writing.** Eight clauses, every partnership, no exceptions – and a 50% deposit before you create.
- Win larger deals with proposals,** not rate cards – three specific concepts beat a generic price list.
- Turn the first campaign into the next.** Over-deliver, report proactively, and propose the next phase before they ask.

FOR CREATORS · JOIN THE NETWORK

*Work with brand-quality clients — and get paid what you're worth.*

ABOUT LMG MEDIA

# Where Quality Brands Meet **Iconic Influence.**

LMG Media is an influencer marketing agency connecting brands and creators across **fashion, beauty, luxury, fitness, gaming, ecommerce, and tech** — in markets including London, New York, Dubai, Los Angeles, Miami, and Paris.

If you are a creator looking to work with brand-quality clients, apply to join our creator network. We negotiate

fair rates, handle the contracts, and build the long-term partnerships this toolkit describes.

*This toolkit is provided for informational purposes. It does not constitute legal or financial advice. For high-value partnership agreements, we recommend having contracts reviewed by a qualified legal professional.*

[Join as Creator →](#)

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## HOW WE WORK WITH CREATORS

# The toolkit, **handled for you.**

Everything in this toolkit is something we do on behalf of the creators in our network. Apply to join, and the commercial side of your partnerships becomes our job, not yours.

**01****Brand matching**

We connect you with brand-quality clients aligned to your niche, audience, and values.

**02****Rate & negotiation**

We anchor with your data and negotiate the fair rate — using exactly the tactics in this toolkit.

**03****Contracts handled**

Deliverables, usage rights, exclusivity, and kill fees — documented and protected on your behalf.

**04****Long-term partnerships**

We build the retainers and ambassador deals that turn one-off posts into predictable income.

[Join as Creator →](#)[Get in Touch](#)[lmg.media](#)

## NOTES &amp; DISCLAIMER

# How to use these benchmarks.

The rates, multipliers, and benchmarks in this toolkit are drawn from LMG Media's campaign experience and publicly available market research. They are **directional starting points** – not fixed prices.

Actual rates vary significantly by creator, niche, platform, audience quality, geographic market, and the specific scope of each partnership. The most valuable benchmark is always your own: your real engagement rate, your real audience data, and your real past-campaign performance.

The contract guidance in Part 4 describes common clauses but is not legal advice. Contract law and usage-rights enforceability vary by jurisdiction. For high-value partnership agreements, we strongly recommend having contracts reviewed by a qualified legal professional before signing.

Where this toolkit references other LMG Media resources – the Pricing Benchmark Guide, the Contract & Usage Rights Template, and the Campaign Brief Template – those documents contain the detailed frameworks behind the summaries here.

***One last principle.*** Every number in this toolkit is a floor to build on, not a ceiling to aim for. The creators who earn the most are the ones who treat their own data as the benchmark – and negotiate from it with confidence.



*Where Quality Brands  
Meet **Iconic Influence.***

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*Worth*

| *Rate*

| *Negotiate*

| *Renew*