



TEMPLATES + TERMS

# The Creator Brief + Whitelisting Pack.

The exact brief structure, angle library, hook bank, and rights checklist we use to turn creator programs into repeatable revenue instead of expensive content lotteries. Built from work across 25,000+ creators.

JS

**Josh Snow**

Founder, AffiliateMarketing.com · 6B+ organic views generated

## **The one-page brief**

Fill in, send, ship

## **7 proven angles**

With hook formulas for each

## **20-hook bank**

Fill-in-the-blank openers

## **Rights + payment terms**

Whitelisting checklist and  
structures

# Creators do not fail. Briefs do.

After thousands of creator collaborations, the pattern is boring and consistent: when content flops, the brief was one of these four failures.

## ● The blank page

"Just be authentic!" is not a brief, it is outsourced strategy. Creators know their audience. You know your buyer, your angles, and your numbers. The brief is where those meet.

## ● The screenplay

A word-for-word script kills the delivery that made the creator worth hiring. Lock the skeleton: hook idea, beats, claim rules, call to action. Free the voice.

## ● The legal fog

Rights, usage, exclusivity, and disclosure agreed "later" become disputes exactly when a video wins. Terms belong in the brief, on one page, before content is shot.

## ● The missing search phrase

Every video is a search asset. If the brief never names the phrase buyers type, you are buying entertainment, not rankings. Every brief in this pack carries one.

### THE STANDARD

One page. Ten minutes for a creator to read. Everything they need to make something great, nothing that makes it sound like everyone else's ad. If your brief needs a table of contents, it is a contract, not a brief.

## How the pack fits together

- ✓ **Page 3** is the one-page brief. Copy the structure into your docs tool and reuse it for every collaboration.
- ✓ **Pages 4 and 5** are the seven angles. Pick one per brief. One video, one angle, always.
- ✓ **Page 6** is the hook bank. Steal openers when a creator asks "got a hook in mind?"
- ✓ **Page 7** covers deliverables and specs. **Page 8** is the rights, whitelisting, and payment page your lawyer will thank you for reading first.
- ✓ **Page 9** is the vetting sheet: the flags to check before you ever send product.

# The one-page brief

Send this filled in, never blank. Fields marked with \* are the ones creators actually read first.

| CREATOR BRIEF · [Brand] x [Creator] |                                                                                                                         | Version · Date · Owner |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------|
| PRODUCT*                            | [Hero SKU + one sentence on what it does and who it is for]                                                             |                        |
| GOAL                                | [Awareness / Shop conversions / whitelisting asset] measured by [views per sale / GMV / CTR]                            |                        |
| ANGLE*                              | [ONE angle from the library, named] · Why it fits this creator: [one line]                                              |                        |
| SEARCH PHRASE*                      | "[the exact phrase buyers type]" said on camera and written in the caption                                              |                        |
| HOOK DIRECTION                      | [2 to 3 hook options from the bank, creator picks or beats them]                                                        |                        |
| BEATS                               | Hook (0 to 3s) → problem or tension → product in real use → proof moment → call to action with [code/link]              |                        |
| MUST INCLUDE                        | [Product name pronounced correctly] · [1 key claim, worded exactly as approved] · [disclosure: #ad and platform toggle] |                        |
| NEVER SAY                           | [Health/results claims not approved] · [competitor names] · [price promises beyond current offer]                       |                        |
| DELIVERABLES*                       | [N] videos, 9:16, [21 to 45s] + raw footage + [5] b-roll clips (see specs page)                                         |                        |
| RIGHTS + USAGE                      | [Organic only / + whitelisting via Spark or Meta] for [90 days / 12 months], edits allowed: [yes/no] (see rights page)  |                        |
| PAYMENT*                            | [\$ flat] + [X]% commission via [platform] · paid [net 15/30] · bonus at [milestone]                                    |                        |
| TIMELINE                            | Draft by [date] · one revision round max · live by [date] · tag [@brand] + [#ad]                                        |                        |

## OPERATOR NOTE

"One revision round max" is not stinginess, it is respect. Briefs with unlimited revisions produce content by committee, and committees have never once written a hook that stopped a thumb.

# Seven angles that keep working

Every winning creator video we have ever amplified fits one of seven shapes. Pick one per brief. Rotate across the month so your feed never repeats itself.

## 01 The founder story

Best for: brand introduction, whitelisting

Why this exists, told by the person who built it. Origin, obsession, and the standard behind the product. Works because people buy conviction before they buy products.

**HOOK SHAPE** "I spent [time/money] building a [product] because [the thing that made you angry about the category]."

## 02 Us vs them

Best for: switching buyers from an incumbent

A calm, factual side-by-side: what the usual option does, what yours does differently. Ingredients, build, process, or terms. Show, never trash-talk, and keep every claim approved.

**HOOK SHAPE** "I compared what is actually in [category staple] with [product]. Look at this."

## 03 The routine insert

Best for: habit products, repeat purchase

The product appears inside a real morning, commute, gym, or bedtime routine, doing its job without ceremony. Sells the life where the product is normal.

**HOOK SHAPE** "Things in my [morning/5pm/travel] routine I actually reorder: number three is [product]."

## 04 The skeptic conversion

Best for: categories with burned buyers

The creator opens with doubt, tests on camera, and lands wherever the evidence goes. The most trusted shape on the internet, and the one that most requires honest casting: use creators who genuinely like the product.

**HOOK SHAPE** "I did not believe [category promise], so I tested [product] for [timeframe]. Here is what happened."

## Angles five through seven

The last three shapes cover discovery, authority, and proof. If your month has all seven live, your brand looks omnipresent without one repeated video.

### 05 The unboxing first reaction

Best for: giftable products, TikTok Shop search

Real-time first contact: package, texture, smell, first use, unfiltered reaction. Low production, high honesty, and the format TikTok Shop buyers search before purchasing.

**HOOK SHAPE** "The [product] everyone keeps tagging me about finally came. Opening it right now."

### 06 The expert read

Best for: trust-heavy categories, AI citations

A credentialed voice explains what to look for in the category, then evaluates your product against that standard. These videos get cited, clipped, and quoted, and they age the slowest.

**HOOK SHAPE** "As a [profession], here is exactly what I check before buying any [category]."

### 07 The results montage

Best for: retargeting, whitelisting, seasonal pushes

Stacked proof: clips, reviews, counts, before and afters where compliant. No single claim, just volume of real usage. The angle that makes the other six feel inevitable.

**HOOK SHAPE** "POV: you finally see why [number] people switched to [product] this year."

### CASTING BEATS SCRIPTING

An average angle with the right creator beats a perfect angle with the wrong one. Match angle to creator history: skeptic conversions to reviewers, routine inserts to lifestyle daily posters, expert reads to credentialed niches. The library only works when the casting does.

### CLAIMS DISCIPLINE

Approved claim wording rides inside every brief, and anything not on that list is off limits, no matter how well it would perform. One over-claimed video can cost a brand its ad account, its marketplace listing, or worse. Nothing in this pack outranks compliance.

# The 20-hook bank

Fill in the blanks, hand two or three to a creator, and let them out-write you. A hook's job is three seconds of earned attention, nothing more.

## CURIOSITY

"Nobody talks about what is actually inside [category product], so I will."

## CURIOSITY

"I finally figured out why every [audience] keeps buying [product type]."

## CONFESSION

"I gatekept this for months and I feel bad about it."

## CONFESSION

"I was today years old when I learned [surprising product fact]."

## SKEPTIC

"I fully expected to return this. I did not."

## SKEPTIC

"Rating viral [category] products until I find one that is not a scam: day [N]."

## COMPARISON

"[Cheap option] vs [product]: I bought both so you do not have to."

## COMPARISON

"Reading the label on [category staple] out loud. Now the [product] label."

## ROUTINE

"What I actually repurchase every month as a [audience/identity]."

## ROUTINE

"My [time of day] routine got embarrassingly efficient. Watch."

## URGENT USE CASE

"If [common situation] happens to you, this is the fix in 20 seconds."

## URGENT USE CASE

"You have [event] coming up? Here is the [timeframe] plan."

## AUTHORITY

"As a [profession], the first thing I check on any [category] is this."

## AUTHORITY

"[Profession]s will not tell you this about [category], so here it is."

## SOCIAL PROOF

"My comments would not stop asking about [product]. Fine. Here."

## SOCIAL PROOF

"The [product] with [number] five-star reviews finally arrived."

## STAKES

"I gave [product] one week to earn a spot on my counter."

## STAKES

"This either replaces my [current solution] today or it goes back."

## PATTERN BREAK

"Do not buy [product] until you hear this one thing."

## PATTERN BREAK

"Everyone shows you the before and after. Here is the during."

**Operator note:** track hooks like SKUs. Log the family each video used, watch views per sale by family, and double down where your category over-responds.

# Deliverables and specs

Paste this table into every agreement. Vague deliverables produce vague content and awkward renegotiations.

| DELIVERABLE           | SPEC                                                                                    | WHY IT IS IN THE DEAL                                                                                                |
|-----------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>Main videos</b>    | [2 to 4] per month · 9:16 vertical · 21 to 45 seconds · native captions on              | The searchable, taggable core assets. Under 20 seconds rarely carries a proof moment; over 60 loses completion rate. |
| <b>Raw footage</b>    | Unedited takes of hooks and proof moments, delivered via drive link                     | Lets your team cut ad variations without a reshoot. The single most undervalued line in creator deals.               |
| <b>B-roll pack</b>    | [5+] clips: product close-ups, in-hand, in-context, texture, packaging                  | Feeds your ads, your listing, and your other creators' edits for months.                                             |
| <b>Still photos</b>   | [3+] lifestyle stills, phone quality is fine                                            | Listing images, review seeding, and community posts.                                                                 |
| <b>Caption + tags</b> | Search phrase in caption · [@brand] tag · [#ad] disclosure · Shop link or code attached | The caption is metadata. This is where search placement is won or thrown away.                                       |
| <b>Timing</b>         | Draft by [date] · one revision round · live within [X] days of approval                 | Content calendars and inventory planning depend on it. See the audit: Number 5.                                      |

## The cadence that compounds

- ✓ **Consistency beats bursts.** Forty creators posting twice a month beats eighty posting once a quarter, for the algorithm and for search.
- ✓ **Batch by angle.** Assign each week of the month a lead angle across the roster. Your brand reads as everywhere without reading as copy-paste.
- ✓ **Refresh the winners.** When a video wins, brief the same creator on a sequel within 14 days. Momentum is a deliverable too.

### OPERATOR NOTE

Pay slightly above market for raw footage rights and b-roll. Brands argue over \$50 line items, then spend \$5,000 reshooting what the creator already filmed. The footage library is the asset; the post is just its premiere.

# Whitelisting rights and payment structures

Every dispute we have ever mediated came from a term missing on this page. Agree on all eight before content is shot.

## The 8-point rights checklist

- ☐ **Scope.** Organic only, or paid usage too: Spark Ads, Meta whitelisting, or both.
- ☐ **Duration.** [90 days / 6 months / 12 months] from first use, with a renewal price agreed now.
- ☐ **Channels.** Which platforms, plus your site, listing pages, and email if wanted.
- ☐ **Edit rights.** Can you cut, caption, and recombine the footage into new ads?
- ☐ **Spark and access codes.** Who generates them, when they are delivered, and expiry dates on a shared sheet.
- ☐ **Exclusivity.** Category lockout [yes/no], for [period], priced explicitly. Never assume it is free.
- ☐ **Disclosure.** #ad plus the platform's branded-content toggle, every post, no exceptions.
- ☐ **Takedown terms.** What happens to live posts and running ads if either side exits.

## Payment structures, honestly compared

| STRUCTURE                | BEST FOR                                                                                | WATCH OUT FOR                                                                                      |
|--------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>Flat fee</b>          | Proven creators, whitelisting assets, tight timelines                                   | No upside alignment. Pair with a bonus at a views or GMV milestone.                                |
| <b>Flat + commission</b> | The default for hero-SKU pushes: base respects the work, commission rewards the outcome | Keep the split simple. If a creator needs a spreadsheet to know their cut, the structure is wrong. |
| <b>Commission ladder</b> | Scaled affiliate rosters: base rate that steps up at monthly GMV tiers                  | Ladders only motivate when tiers are reachable. Publish who hit them each month.                   |
| <b>Monthly retainer</b>  | Your top 5 to 10 proven creators, booked as ongoing capacity                            | Reserve for creators with a track record on your brand, never as a recruiting bribe.               |

### PAY LIKE YOU WANT TO BE FAMOUS FOR IT

Creator communities are small and they talk. On-time payouts, proactive samples, and clean terms recruit your next hundred creators for free. One stiffed invoice does the opposite, at scale.

# The vetting sheet

Ten minutes on a creator's last 30 posts tells you more than any media kit. Check both columns before the sample ships.

## Green flags

- ✓ **Comments that converse.** Real replies, inside jokes, questions answered. Engagement you cannot buy.
- ✓ **Consistent posting** for 90+ days. Your brief will not fix an inconsistent creator.
- ✓ **Products shown in use,** not just held. Hands-on comfort predicts convincing proof moments.
- ✓ **Past sponsored posts that fit their feed.** The ad reads like their content. That is the skill you are paying for.
- ✓ **Audience matches your buyer,** confirmed by who is in the comments, not by the creator's own claim.

## Red flags

- ✓ **View counts that swing 100x** post to post with flat comments. Bought reach, rented audience.
- ✓ **A different sponsor every post.** Their audience has learned to scroll past the pitch.
- ✓ **Deleted sponsored history.** Past brand work vanishing is a terms dispute you did not witness.
- ✓ **Haggling on disclosure.** A creator who resists #ad is a compliance incident on a timer.
- ✓ **No questions about the product.** Great creators interrogate what they promote. Silence means a template is coming.

## WORK THIS SYSTEM WITH ME

Book a session through my MentorPass profile and bring your current brief, your roster, and your last month's numbers. We will rebuild the brief around your hero SKU, cast the right angles to the right creators, and set terms that scale past a hundred partners without drama.



© 2026 AffiliateMarketing.com. Educational templates: have your attorney review final agreements. FTC and platform disclosure rules apply to every sponsored post.