

TEMPLATES & DOWNLOADS

The Influencer Checklist

Five checklists for the moments things actually go wrong: before you publish, every week, before signing a deal, while delivering it, and once a month.

How to use this. Do not try to hold these in memory. The whole value of a checklist is that it works when you are tired, rushed or excited, which is exactly when the mistakes happen. Print it, keep checklist 1 where you edit, and keep checklist 3 somewhere you will see it when a brand email arrives.

1 Before you publish

Every post

- ☐ Hook lands in the first second, spoken and on screen
- ☐ Captions burnt in, read through, niche terms corrected
- ☐ Text inside the safe zone, not behind the interface
- ☐ Voice clearly above the music
- ☐ Every pause and stumble cut
- ☐ Cover frame chosen, grid crop set separately
- ☐ No watermark or end card from your editing app
- ☐ Exported 1080×1920 at the highest bitrate
- ☐ Search phrase in the first caption line and said aloud
- ☐ Three to five specific hashtags
- ☐ One call to action, not four
- ☐ Paid partnership disclosed above the truncation point
- ☐ Watched back in full, on a phone

The last one catches more problems than the rest combined.

2 Every week

Weekly

- ☐ Four hooks written before filming day
- ☐ One filming session, everything shot together
- ☐ Buffer still at two weeks of scheduled content
- ☐ Comments and DMs answered, especially in the first hour
- ☐ Pitches sent: _____
- ☐ Every CRM row has a next action with a date
- ☐ Idea bank still above thirty
- ☐ One day genuinely off

Pitching is what silently stops during busy weeks. The consequence arrives six to eight weeks later.

3 Before signing a brand deal

Every deal

- ☐ Email domain matches the company website
- ☐ Contact exists on LinkedIn with that role
- ☐ Contract names a real legal entity with an address
- ☐ Nobody has asked you to pay anything
- ☐ Deliverables listed numerically, matching what you discussed
- ☐ Usage clause read twice: which media, how long, what territory
- ☐ "In perpetuity" removed, or priced as a buyout
- ☐ Exclusivity category and duration checked against other work
- ☐ Revision rounds capped
- ☐ Payment triggered by delivery, not publication
- ☐ Payment window agreed in writing
- ☐ Deposit agreed for a new client
- ☐ GST position stated: inclusive or exclusive
- ☐ Purchase order number and billing email obtained
- ☐ You would be comfortable if your audience saw this deal

Any request that you pay a fee, share a login, or decide today is a reason to stop.

4 Delivering a campaign

Every campaign

- ☐ Kickoff confirmation sent within a day of agreeing
- ☐ Talking points and claims to avoid confirmed in writing
- ☐ Halfway update sent, unprompted
- ☐ Draft delivered with a note on the choices they may question
- ☐ Feedback deadline given
- ☐ Anything beyond scope quoted rather than absorbed
- ☐ Disclosure included and correctly placed
- ☐ Invoice sent on delivery with PO number and bank details
- ☐ Results summary sent one to two weeks after publishing
- ☐ Next campaign mentioned
- ☐ Record updated with rate, result and payment behaviour

The results summary takes fifteen minutes and is the most reliable way to be rebooked.

5 Once a month

Monthly

- ☐ Dashboard row filled for last month
- ☐ Last twenty posts ranked by follows per 1,000 reach
- ☐ Top three examined for what they had in common
- ☐ Filler count noted: obligation rather than choice
- ☐ Every unpaid invoice chased today
- ☐ Pitches sent last month counted
- ☐ Work confirmed for next month checked
- ☐ Largest client share calculated
- ☐ Tax money moved to a separate account
- ☐ Three decisions written: do more of, stop, experiment
- ☐ Last month's three decisions checked

Q Three questions, every quarter

Quarterly

- ☐ Is the niche still right, or has the audience drifted from what I want to make?
- ☐ Is the pricing still right, given demand and where my time actually goes?
- ☐ What did I do this quarter that I should not do at all next quarter?

These catch the slow problems that never look urgent in a single month.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.