

## Collaboration Package Building Guide for Content Creators

1. **Analyze the brand's goals and campaign requirements:** Before creating a package, take time to understand the brand's objectives, target audience, and any specific requirements they may have for their campaign. This will help you customize your proposal and align your offerings with their goals.
2. **Calculate your CPM based on average post impressions:** Determine the cost per mille (CPM) by calculating the cost of reaching 1,000 impressions. This will be the base rate for your services, factoring in your average post impressions across your content platforms.
3. **Determine the number of content pieces:** Consider the amount of content the brand is looking for, and create packages based on different quantities of content. For example, you could offer a package with 2 posts, a package with 4 posts, and a package with 6 posts.
4. **Consider content types:** Identify the various content types you can offer, such as blog posts, Instagram stories, YouTube videos, etc. Different content types can have different pricing structures based on the effort, reach, and engagement they generate.
5. **Choose content platforms:** Outline the platforms where you'll be sharing the content, such as Instagram, Facebook, YouTube, TikTok, etc. Tailor your packages based on the brand's preferred platforms and your own reach and engagement on each platform.
6. **Incorporate paid media & length of use:** Include the option for the brand to promote your content through paid media channels like sponsored posts, boosting, and ads. Specify the length of use for each option, such as a 30-day or 60-day period.
7. **Include whitelisting & length of use:** Offer the option for the brand to whitelist your content, allowing them to use your posts in their advertising campaigns. Define the length of use for each option, such as 3 months, 6 months, or 1 year.
8. **Add exclusivity & length of exclusivity:** Specify the level of exclusivity you're offering the brand, such as not working with their competitors during the campaign period. Clearly state the length of exclusivity for each package, such as 30 days, 60 days, or 90 days.
9. **Create tiered packages:** Develop multiple package options, with the lowest investment option being exactly what the brand asked for. As you move up in tiers, include additional services or extended durations to provide increased value.
10. **Present your packages:** Present your custom packages to the brand in a clear, concise, and visually appealing format. Highlight the benefits of each package and emphasize the value they'll receive by choosing a higher-tier package.

By following this guide, you'll be able to create customized collaboration packages that cater to the specific needs of each brand, ultimately increasing your chances of securing partnerships and maximizing your revenue as a content creator.