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## INFLUENCE

### Boutique Talent, Big Impact

#### **Pricing Yourself: A Guide for Creators Ready to Monetize**

If you're creating content that performs — it's time to get paid for it. Whether you're moving beyond gifted campaigns or negotiating your first brand deal, knowing how to price yourself is key to building a sustainable creator business.

Here's how to approach your pricing strategy:

#### **Know Your Value**

Brands aren't just paying for a post — they're paying for your audience, your creative skill, your trust, and your time. Even with a small following, high-quality content and strong engagement are worth money.

Tip: Track your engagement rate (likes, comments, shares) and gather examples of well-performing posts as proof of value.

#### **Set a Baseline Rate**

While pricing varies, here's a rough starting point:

- Nano (1–10k): \$75–\$150 per post
- Micro (10–50k): \$150–\$500 per post
- Mid-tier (50k–250k): \$500–\$2,500+
- UGC (non-posted content) can often be priced separately.

Tip: Always factor in time spent, exclusivity, usage rights, and number of deliverables.

#### **Build a Rate Sheet**

Make it easy for brands to work with you. A simple rate sheet or media kit that outlines your packages, past brand work, and performance stats builds professionalism and credibility.

#### **Include:**

- Platform(s) + audience breakdown
- Standard rates for posts, stories, UGC
- Add-ons like whitelisting or usage rights

#### **Don't Be Afraid to Negotiate**

Most brands expect negotiation. Be respectful, confident, and clear. If a budget's too low, ask about product + usage instead, or propose a smaller deliverable set.

Tip: It's okay to walk away if a brand doesn't value your work — protect your time and creative energy.

#### **Looking for an agency to handle this for you?**

[Book an Intro Call](#) with our team to explore our creator representation services!