ZAZEN TAX

Brand Deal

About forty five minutes on the first pass, then minutes per deal. The expensive mistakes in brand work happen before the contract is signed: usage given away, exclusivity unpriced, payment terms unread.

Brand .... **Deliverables** .... **Fee** ....

Run every deal through the same page. The order is deliberate: price before contract, contract before content, disclosure before posting, invoice before moving on.

1. Before you reply   about 10 minutes

- [ ] **Price from your rate card, not their budget**
  A written rate card anchors every negotiation. Exposure is not a currency accepted by HMRC or your landlord.
- [ ] **Separate the fee for content from the fee for usage**
  Creating the post is one product; the brand running it as an ad is another. Usage is where under-pricing hides.
- [ ] **Name the red flags out loud**
  Pay-to-play asks, perpetual usage, unlimited revisions, payment on results. Declining is a business decision, not a failure.

2. The contract   about 10 minutes

- [ ] **Deliverables counted and dated**
  How many pieces, which platforms, live by when, how many revision rounds before extra rounds cost extra.
- [ ] **Usage window, territories and formats, in writing**
  Three months organic is not twelve months paid ads worldwide. Renewal is a new invoice, and the diary should know the expiry date.
- [ ] **Exclusivity priced and time-boxed**
  A category lock-out has a cost: everything you cannot book while it runs. Price it or shrink it.
- [ ] **Kill fee and payment terms agreed**
  A cancellation fee for pulled campaigns, terms of 30 days or better, and statutory interest at 8 per cent over base as the quiet backstop for late payers.

> THE LABEL IS THE LAW
>
> If money or product changed hands, the post is an ad and the label goes where the first glance lands: AD, up front, not buried in tags. The platform paid-partnership tool as well, not instead. The regulator reads captions faster than lawyers do.

3. The money   about 10 minutes

- [ ] **Invoice the GROSS with the agency cut shown to you, not hidden**
  The return reports the full fee as income and the commission as an expense; the Agency Cut Calculator prices what the split really costs.
- [ ] **Deposit for production-heavy work**
  Half up front where real costs land before delivery: travel, props, editors.
- [ ] **VAT status stated on the invoice**
  Registered: charge it. Not registered: no VAT line at all, and watch the threshold as brand work grows; the Creator VAT Threshold Tracker counts what counts.

4. Disclosure and delivery   about 10 minutes

- [ ] **The ad label on every piece, platform tools on**
  AD visible before the fold on each platform the deal covers.
- [ ] **Approval loops capped in writing**
  Two rounds, named contact, silence after five working days counts as approval.
- [ ] **Gifted elements logged at market value**
  Product plus fee deals put the product in the Gifts and PR Log too; barter with strings is income.

5. After delivery about 5 minutes

- [ ] **Invoice the day the last deliverable goes live**
  Then log the deal in the Brand Deal Tracker with its chase date, and diarise the usage expiry for the renewal conversation.

Zazen Tax

Accountants for creators. zazentax.com/contact

General information, not advice for your circumstances. Rates and thresholds are 2026/27 for the UK and change from time to time. Advertising disclosure expectations follow the UK regulator's guidance for influencer marketing.