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CREATIVE CO.

THE CREATOR BUSINESS LIBRARY / NO. 01

The Content Creator Agreement

A fill-in-the-blank brand partnership contract — with the usage-rights grid, rate reference, negotiation scripts and red-flag checklist that keep you from sending a deal out underpriced or unprotected.

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Edition 2026 · Canada

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What's inside

You don't need to read this cover to cover. Use Part One to price and prepare the deal, Part Two as the actual contract you send, and Part Three when the brand comes back with edits — because they will.

PART ONE

Before you send it

How to use this template · The six terms to lock down first · Rate & usage-fee reference

PART TWO

The agreement

10 clauses in plain English · Exhibit A deliverables · Exhibit B usage grid · Signature page

PART THREE

Holding your line

Negotiation cheat sheet · Red-flag clauses · Word-for-word email scripts

PART FOUR

Getting paid

Invoice template · Getting paid on time · The vocabulary brands use

READ THIS ONCE

This template is a professionally structured starting point, not legal advice, and Barkhouse Creative Co. is not your lawyer. Contract law varies by province and territory. For any deal that is high-value, long-term, or involves exclusivity beyond a few months, have a lawyer in your province review it before you sign. That review costs less than one bad contract.

PART ONE · 01

How to use this template

The creator who sends the contract sets the terms. Send a clean agreement first and you stop being a line item in someone's influencer budget — you become a vendor with standards. Brands respect it, and the deals that were never going to pay properly tend to disappear on their own.

1 **Fill every bracket before you send.**

Every blank appears as `[BRACKETED TEXT]`. Open the PDF in any editor — Adobe Acrobat, Preview, Canva, Google Docs — and replace each one. Do a final search for `[` before you attach it. A stray bracket is the fastest way to look like you downloaded a template.

2 **Delete what doesn't apply — carefully.**

Clauses marked OPTIONAL can be removed for simpler deals (a gifted collab rarely needs an exclusivity clause). Everything unmarked should stay. If you remove a section, renumber the rest so cross-references still make sense.

3 **Fill the exhibits last, and fill them properly.**

Exhibit A (deliverables and dates) and Exhibit B (usage rights) are where nearly every dispute is actually won or lost. Vague exhibits are how "one Reel" becomes four assets, three revision rounds, and a year of paid ads.

4 **Send it as a PDF with a short, warm email.**

Use the scripts in Part Three. Send for e-signature through Docusign, Dropbox Sign, PandaDoc, or Adobe — free tiers cover the volume most creators need. Never start filming on a verbal yes.

5 **If they send their contract instead, read yours next to theirs.**

Most brand-side agreements are written entirely for the brand. Use the red-flag checklist in Part Three to find what's missing, then ask for those terms by name. You are allowed to redline. Everyone else does.

THE ONE RULE

No signed agreement, no content. Not a shot list, not a mood board, not a shipping address. The moment you start working on a handshake, every term is negotiable against you.