FREE CHECKLIST · RUN IT YOURSELF

The 7-Leak Creator Program Audit

This is the checklist I run inside a paid engagement. I am giving it away because most of the value is knowing where to look, and because the brands who run it themselves and find nothing were never going to hire me anyway. Work through the seven leaks below. Write a dollar figure next to each one, even a rough one.

Before you start, pull these together: six months of creator invoices and contracts · your affiliate roster with last-90-day activity · analytics or attribution access · campaign recaps from the last two quarters · your ad account creative library.

LEAK 01

Deal structures

Ask: What share of your creator deals are flat fee versus performance based? What is your cost per acquisition per creator, next to your blended paid-media CPA?

Healthy looks like: Most deals carry a performance component, and you can name the CPA of your top five creators.

Estimating the money: Restructuring flat fees to base plus commission typically cuts CPA by 20–40%. Take your annual flat-fee spend and multiply by 0.2 for a conservative estimate.

Estimated annual impact: $__________________

LEAK 02

Usage rights

Ask: Do your contracts include whitelisting and paid usage? Is your best-performing creator content running as ad creative right now?

Healthy looks like: Perpetual paid usage is standard in your template, and creator content is in the ad account.

Estimating the money: Creator content as ad creative routinely beats studio creative at lower cost. Compare what you spent on studio production last year against what re-licensing would have cost.

Estimated annual impact: $__________________

LEAK 03

Affiliate activation

Ask: How many affiliates have you signed, versus how many drove a sale in the last 90 days? When did you last change the commission structure?

Healthy looks like: Active affiliates are more than 20% of signed, and commissions were reviewed this year.

Estimating the money: Every program I have opened had roughly ten times more signed affiliates than active ones. Multiply your dormant count by the average revenue per active affiliate, then take 10%.

Estimated annual impact: $__________________

LEAK 04

Attribution

Ask: Can you tie creator spend to revenue in a way your finance team accepts? Do you have codes, dedicated landing pages, and a post-purchase survey question?

Healthy looks like: You can produce a creator revenue number without caveats, and finance uses it.

Estimating the money: Proper tracking usually surfaces revenue currently credited to paid social. This is the prerequisite for every other fix, so do it first if it's missing.

Estimated annual impact: $__________________

LEAK 05

Creator mix

Ask: How is budget split between macro and micro creators? What are engagement and conversion rates by tier, not by follower count?

Healthy looks like: You measure conversion by tier and the mix reflects it, rather than reflecting who was easiest to book.

Estimating the money: Ten $3k micro-creators often out-convert one $50k macro deal, and spread the risk. Model your largest single deal as ten smaller ones at the same total spend.

Estimated annual impact: $__________________

LEAK 06

Compliance

Ask: Are FTC disclosures present and correct on live posts right now? If you are in a regulated category, have finfluencer rules and testimonial risk been reviewed by counsel?

Healthy looks like: Disclosure language is in the brief and the contract, and someone checks live posts.

Estimating the money: This one rarely shows up as recovered revenue. It shows up as budget that stops being frozen, because legal signs off instead of stalling.

Estimated annual impact: $__________________

LEAK 07

Repurposing

Ask: Is creator content being cut for email, landing pages, organic social and retail? Or does it run once on the creator's channel and die?

Healthy looks like: Every paid piece has at least three downstream uses planned before it is commissioned.

Estimating the money: Same spend, more surface area — the fastest no-cost win on this list. Count your paid assets from last quarter and how many appeared anywhere else.

Estimated annual impact: $__________________

SCORE IT

What your total means

0–2 findings	Rare. Your program is genuinely well run — go spend the time somewhere else in the business.
3–5 findings	Typical, including at brands with mature programs. Rank by dollar impact against effort and fix the top three first.
6–7 findings	There is more money sitting in your existing program than in any new campaign you could launch this quarter.

If you would rather not run this yourself

I do the whole thing in two to three weeks — contracts, spend, roster and attribution — and hand you a ranked list of findings plus a 90-day playbook you keep. $5,000 flat, credited in full toward a retainer. If it doesn't surface at least three revenue opportunities you didn't already know about, you don't pay.

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