INFLUENCER & CREATOR MARKETING · CHICAGO, IL

Turn Creators Into a Revenue Channel

There is almost certainly six figures sitting inside the creator program you already have. I find it in seven places, in 21 days.

THE GUARANTEE If the audit doesn't surface at least three revenue opportunities you didn't already know about, you don't pay.

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THE HONEST PART

You've probably been burned by this before.

Most brands don't have an influencer problem. They have an influencer accounting problem.

01

Spend disappears

Big invoices, pretty content, and nothing your CFO can attribute to revenue. Finance cuts the channel before it gets a fair run.

02

Sourcing by gut feel

You chase whoever is loudest in your category instead of a vetted bench proven to convert your audience. Follower counts are not a pricing model.

03

Compliance kills it

In a regulated category every campaign feels one disclosure mistake from a call with legal — so the safe move becomes doing nothing.

If any of that sounds familiar, the next few pages will feel like I've been sitting in your meetings.

WHY ME

Twelve years on both sides of the deal.

I know exactly how creators price, negotiate and perform — because I have been the creator.

BRAND SIDE

I've run the budget

Built and led full-funnel influencer and affiliate programs, managed agencies, and priced talent on performance — not follower counts.

TALENT SIDE

I've signed the contract

10+ magazine covers, global campaigns and spokesperson roles across fitness, wellness and nutrition. I know what creators accept and what they walk from.

12+
years in influencer & creator marketing

400+
affiliates recruited and coached

10+
magazine covers & major ad campaigns

TRACK RECORD

Results, not impressions.

+30%

customer acquisition from affiliate & influencer partnerships

+25%

conversion rate improvement across managed programs

+40%

brand reach from scaled affiliate recruiting

PROGRAMS BUILT AND SCALED FOR

- **Bodybuilding.com**
- **Dymatize Nutrition**
- **Tiege Hanley**
- **Futures trading (regulated)**

Built a futures trading platform's influencer channel from zero — sourcing, deal structure and compliance, in a regulated category.

THE AUDIT

I find the money in seven places.

This is the actual field checklist. No mystery methodology — the whole thing is free to download.

01 **Deal structures**

Flat fee vs. performance. Base + commission cuts CPA 20–40%.

02 **Usage rights**

Whitelisting and paid usage. Creator content beats studio creative.

03 **Affiliate activation**

Signed vs. active. Usually a 10:1 gap of dormant revenue.

04 **Attribution**

Codes, links, post-purchase survey. Finds revenue credited elsewhere.

05 **Creator mix**

Ten $3k micro-creators often out-convert one $50k macro deal.

06 **Compliance**

FTC disclosure, finfluencer rules. Unfreezes budget legal is sitting on.

07 **Repurposing**

Email, landing pages, organic. Same spend, more surface area.

Findings ranked by dollar impact. The top three become your 90-day playbook.

SCOPE

What you actually get.

Not a strategy doc and a handshake. Sourcing, negotiating, briefing and reporting — every week.

A program that runs itself

Strategy, budgets, KPIs and the operating playbook your team keeps.

A bench that converts

A performance-vetted roster matched to your audience, not your category.

Deals that favor you

Performance pricing, usage rights and exclusivity, negotiated from the talent side.

A channel legal signs off on

Disclosure baked into briefs and contracts, written for compliance review.

Numbers your CFO believes

Attribution, ROI methodology and reporting that tie spend to revenue.

Execution, not advice

Embedded weekly — sourcing, negotiating, briefing, reporting.

THE EDGE

Regulated categories are harder. That's why they pay.

Most agencies avoid trading platforms, brokerages and fintech apps because compliance slows them down. I built an influencer channel inside a futures trading platform, so compliance isn't a blocker in my programs — it's the design constraint I start from.

- ✓ Briefs and contracts written for compliance review, not around it
- ✓ Talent vetted for credibility in money topics — audiences smell a fake
- ✓ Measurement that satisfies both marketing and legal, in one report

Categories I serve

Fintech, trading & crypto

CPG — fitness, wellness, nutrition

DTC & consumer apps

Streamers & creator-led brands

ENGAGEMENTS

Three ways to work together.

START HERE

The 7-Leak Revenue Audit

$5,000

flat · 21 days

- All seven leaks audited
- Findings ranked by $ impact
- 90-day playbook you keep

+ Usage-rights clause
+ Reactivation sequence
+ Attribution setup
+ Brief template

MOST CHOSEN

Fractional Head of Influencer

$10,000

/ month · founding rate

- Embedded in your team weekly
- Sourcing, negotiation, roster
- Execution and reporting

+ Audit fee credited to month 1
+ Contract template rewritten
+ Board-ready quarterly readout
+ Your rate locked for life

Performance Partnership

$5,000

/ mo + 10% of incremental

- Lower fixed cost, shared upside
- I only win when the channel does
- Needs clean attribution first

+ Attribution build-out first
+ Measured against your baseline

Agencies run $10–20k/mo plus markups on every creator invoice. A full-time head of influencer runs $150k+/yr.

HOW THE QUEUE WORKS

Four seats at a time.

And a rate that only ever moves for new clients.

4

retainer clients at a time

That's the honest limit of embedded weekly work done properly. When the seats are full, new engagements start with the audit and go on a waitlist.

30%

rate increase every four clients

$10,000/mo is the founding rate. Whatever you start at is the rate you keep for as long as you stay — the increase only ever applies to new clients.

The guarantee

If the audit doesn't surface at least three revenue opportunities you didn't already know about, you don't pay — and you keep the 90-day playbook and every template regardless. The full $5,000 is credited toward a retainer if you bring me in to run it.

PROCESS

Ninety minutes of your time. Total.

I don't send a document request and wait three weeks. Give me access and I pull, sort and read everything myself.

01	**Intro call**	30 min	Your goals, your program, and whether this is a fit. If an audit isn't worth your $5,000 I'll say so here.
02	**Access**	15 min	Read-only analytics and ad account, plus one intro to whoever holds the creator contracts.
03	**Audit & playbook**	21 days	Spend, deals, roster and attribution. Findings ranked by dollar impact, playbook you own.
04	**Readout & decide**	45 min	Run the playbook yourself, or bring me in. The audit fee comes off month one either way.

NEXT STEP

Have you given up on making creators a revenue channel?

If not, let's talk for 30 minutes. I'll come with questions, not a pitch — and if I'm not the right fit, I'll point you to whoever is.

Not ready to talk?

Run the 7-leak checklist yourself — free, no email required.

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