



# Episode 05 - Getting Paid On Time for Your Influencer Campaign

[00:00:00] There are seven important steps I want you to take to make sure you're paid your campaign fee on time. You're still in this early stage of tidying up your campaign quote or scope of work and these are steps - one through four - you're going to take before you start working on your campaign. Steps five, six, and seven, you are going to do at relevant stages of the campaign completion. So it might be part way through the campaign or after the campaign's completed. Let's get into a step-by-step guide on securing your paycheck without a hitch.

**Number 1, confirm the entity.** Always verify the business name of the company you are working for. You are going to need this for your invoice and it's an essential step to streamline your payment process. Ask whoever you are dealing with, [00:02:00] who am I going to invoice? What is the company name that I am going to invoice for my work?

Really straightforward question. **Number 2 confirm the contact details for accounts payable.** That's who's responsible for paying your invoice, who you need to send your invoice to. Ask the business to provide you with the phone number and the email of the person you need to send your invoice to.

Don't just get an email. Don't just deal with it via DM. You want the phone number and the email because this is really important when we get to step six and step seven. **Number 3 clarify the payment terms** and/or negotiate terms that suit you. If you are working on a larger campaign, so lots of content



deliverables or content deliverables over an extended period of time, consider progress payments.

That is that you might invoice the brand for 50% on booking you to complete the work and 50% on completion of content delivery, or it might be 25% on acceptance of the work, 50% on delivery of draft content and 25% on final publication of content on your own channels. Negotiate terms that suit you, or if they're smaller brand campaigns (you might just be producing limited content, so it might be a single post or two posts) clarify the payment terms with the brands in your communication with them. Say, [00:04:00] What are your payment terms? It's that simple. And if you don't like what they come back with, negotiate those terms. You might say, oh, they're not in line with my acceptable payment terms.

I need to be paid within 14 days of publication of content on my channels, or 30 days. On smaller campaigns, I would expect you're paid within seven to 14 days. **Step number 4 vendor onboarding.** This is really important if you are working with a big brand or an agency, on a larger scale campaign because often you'll be required to complete a vendor onboarding form.

Ask if you need to complete any vendor onboarding forms because if you don't ask this upfront, what will happen is you go and send your invoice and the agency might come back to you and say, oh, we need you to fill in all these forms, and suddenly you are waiting an extra 30 or 45 days for payment of your invoice.

So ask upfront if there's any vendor onboarding forms that you need to complete. **Now step number 5 is prepare an invoice.** So whether that's at the beginning of the campaign, a progress invoice, or at the end of the campaign, whatever the payment



terms that you've negotiated in step three, you need to prepare your invoice.

You need to make sure that your invoice complies with any national standards of your country and include any necessary information like your name, your business name, your contact details, a clear invoice description. So that might be a narrative that says, for creation and delivery of content on the business of [00:06:00] influence channels for this date, whatever the narrative is that describes the campaign that you've just worked on.

A price breakdown, so excluding tax and including tax if applicable, a total price. And then you need to clearly set out your bank account details and the payment terms - so those payment terms that you've negotiated.

Make sure that they are reflected on your invoice as well so the accounts payable person or the business or the brand knows when you've agreed that you'll be paid. Once you've completed your invoice, you go into **step number six, and that is email your invoice**, send your invoice over with a cover email expressing your appreciation for the opportunity to work on the campaign.

You might want to add a further personal note as well, because a little bit of courtesy goes a long way. Hopefully, you'll be done and dusted. Your invoice will be paid and you'll end up with that brand campaign fee in your bank account. Congratulations!

Sometimes things don't go smoothly though, and we need to move into **step number seven**, and that's if we've got to chase up an **overdue payment**.



Stay on top of this as soon as your invoice is seven days past due for payment. Send a friendly reminder via email. So you remember you got contact details? You might want to say something like, hello and insert the person's name. I've noticed that my invoice number (whatever your invoice number is) is now seven days past due for payment.

Could you please follow up on this payment of account per our agreed terms? I look forward to receiving confirmation of payment without further delay. Kind regards and your name. Now, if you don't receive a response to this email in two to three business days, then [00:08:00] phone the business and speak to someone directly because you've got those contact details back in step two, right?

You know who you need to ring when your invoice hasn't been paid, and you want to chase up that payment. It's frustrating when you have to do this, but you want to make sure that you have all the relevant contact details. So if your invoice is overdue you know exactly who to contact, what their email contact is, and what their phone number is.

Get on the front foot, make the call, hustle them along and get that payment in. You can download the checklist for getting paid on time for your influencer campaign and some extra resources from today's episode at the business of [influence.com/ep5](https://influence.com/ep5), that's EP five And, I hope you won't have any bumpy roads to getting paid for your campaign, but these are really great steps for you to take.

They're ones that I've been using in my own business for a very long time, and I've found them to be the most efficient and successful.



Now, next episode is going to be a bumper episode. We are going to start putting together. All the learnings that we've gathered up from episodes through one to four and start bundling up your campaign quotes or statement of work.

So we've stepped through understanding the brief. We've looked at pricing your campaign. We've looked at upselling deliverables. We've looked at how you're going to get paid on time. Now we're going to start looking at the statement of work. Until then, stay creative.

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