Own Your Deal Review Checklist

RECHTSZAID LAW

Use this checklist when reviewing any brand deal or sponsored content agreement. For each section, check whether the contract addresses each question and whether you're comfortable with the answer. If a section raises red flags, that's a signal to get a lawyer involved.

01 RIGHTS GRANT

- [ ] Does the license have an end date, or does it last forever?
- [ ] Are there limits on which platforms the brand can use your content?
- [ ] Can the brand share or sell your content to other companies?
- [ ] Does the contract limit use to promoting this product, or does language like "any purpose whatsoever" or "improvement of products" leave the door open to AI training or anything else?

02 EXCLUSIVITY

- [ ] How long does the restriction last, and does what they're paying you justify that?
- [ ] Does the contract spell out exactly which brands or products you cannot work with?
- [ ] Does it cover every platform, even ones you aren't posting on for this deal?
- [ ] Does it only affect sponsored posts, or also appearances, events, and other work?

03 CONTENT APPROVALS

- [ ] Does the contract give the brand a specific number of days to respond, and is your content automatically approved if they miss it?
- [ ] Is there a cap on how many rounds of revisions they can request?
- [ ] Is your payment tied to a clear date rather than whenever they decide to approve?
- [ ] Does the contract define what counts as an official submission that starts the review clock?

04 MORALITY CLAUSE

- [ ] Is termination limited to documented, serious misconduct, or can the brand cancel over any statement or controversy they don't like?
- [ ] Does the contract give you time to respond or fix the situation before they can cancel?
- [ ] Is there language that lets the brand demand money back after terminating?
- [ ] Does this clause apply to you only, or does the brand have to meet the same standard?

05 COMPENSATION

- [ ] Is payment tied to clear deliverables you control, or to metrics, views, or brand approval you cannot control?
- [ ] When does the payment clock start, and how many days do they have to pay you?
- [ ] If the brand cancels after you have already done the work, do you still get paid?
- [ ] If payment is split into installments, is the first payment tied to signing rather than delivery?

06 FTC COMPLIANCE

- [ ] Does the brand have to give you specific written instructions for how and where to disclose before you start creating?
- [ ] If you follow their instructions and those instructions turn out to be wrong, does the contract protect you?
- [ ] Is liability divided based on who actually controlled each decision, or does it all fall on you?
- [ ] Are you responsible for FTC rule changes that happen after you sign?

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