Profile and offer

Use current facts. This is a worksheet, not a finished media kit.

POSITIONING

Format + subject + place or community + audience job

CREATOR SNAPSHOT

Name / business name, location, languages, and business email

Primary channels and links to representative work

COMMERCIAL OFFER

- [ ] Production-only assets (partner publishes)
- [ ] Creator publication and audience access
- [ ] Event or location coverage
- [ ] Existing photography licence or another defined job

What I can reliably deliver; what I would need from a collaborator

Current version (month / year): _____

Evidence and selected work

Label each metric with a platform and reporting window.

AUDIENCE AND PERFORMANCE

Relevant audience: location, language, interests, or other available signal

Representative results: typical range, source, and date range

Standout result, if any (label it as a standout)

SELECTED WORK

Example 1: link, objective, format, your role, and supportable result

Example 2: link, objective, format, your role, and supportable result

Example 3: link, objective, format, your role, and supportable result

Label self-directed concepts; never present them as commissioned client work.

Scope and next step

A general kit opens a conversation; a proposal applies it to one brief.

WORKING TERMS

Availability, lead time, location, delivery format, and review process

QUOTE INPUTS TO CLARIFY

- [ ] Deliverables, production, creator publication, and direct fee
- [ ] Organic use, paid ads or boosting, duration, territory, and editing
- [ ] Creator name / likeness, exclusivity, expenses, and cancellation
- [ ] Payment timing and the partner's working budget range

Starting point or quote requirements (optional; no universal rate)

INVITATION AND FINAL CHECK

Ask for objective, audience, deliverables, usage, timing, and budget

- [ ] Evidence is dated; concept work is labelled; private data is removed.
- [ ] Business contact and version date appear in the kit I will send.
- [ ] Usage rights and paid amplification are not silently included.

No project, rate, result, or income is guaranteed.
Planning aid only; not a contract or legal, tax, or accounting advice.