FolarraStudio

Brand Deal Tracker

pitch · create · get paid

PRINTABLE · PITCHES, DEALS & DELIVERABLES

This Tracker Belongs To

for content creators and influencers

BUSINESS NAME _____

OWNER _____

PHONE / EMAIL _____

SERVICE AREA _____

STARTED ON _____

How to use this tracker

- Print the whole planner once, then print extra copies of the pages you use most, such as the Pitch tracker and Deal sheet pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Track every pitch, then use a deal sheet for each partnership you accept.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

Our word for this year

Why good records matter

Contents

Pitch tracker 4

Deal sheet 5

Content calendar 6

Rate card 7

Results 8

Payments 9

Media kit 10

Income & expenses 11

Notes 12

Thank you & terms of use 13

Pitch Tracker

brands contacted

DATE	BRAND	CONTACT	PITCHED	REPLIED	DEAL
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

Brand Deal Sheet

one deal per page

BRAND _____ CONTACT _____

FEE _____ DUE DATE _____

Deliverables

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Key messages

Usage rights

Approval steps

Sponsored Content Calendar

what posts when

DATE	BRAND	PLATFORM	CONTENT	POSTED
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

Rate Card

your prices

FOLLOWERS _____ UPDATED _____

CONTENT TYPE	PLATFORM	RATE

Campaign Results

report back to brands

BRAND	VIEWS	LIKES	CLICKS	SAVES	NOTES

Payment Tracker

invoices and payments

BRAND	INVOICE	AMOUNT	SENT	DUE	PAID
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐
					☐

Media Kit Notes

keep it up to date

About me

Audience

Best results

Past partners

Income & Expenses

money in, money out

MONTH _____ GOAL _____

DATE	DESCRIPTION	CATEGORY	IN	OUT

TOTALS _____

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this tracker makes everyday life a little calmer and more organized. If you enjoy it, tell a friend about folarrastudio.com.

Terms of use

- For personal use. You may print as many copies as you need for yourself and your family.
- Please do not resell or upload the files elsewhere. To share, send the link to folarrastudio.com.
- Colors may look slightly different on screen and on paper.
- Questions or ideas? Write to me through folarrastudio.com, I am happy to help.

Find more free planners at folarrastudio.com