

20 Questions to Ask Influencers Before Signing the Contract

The brand-side vetting script. Questions marked in orange are ones you can already answer with IQFluence before you even open the call.

Audience-fit questions

1. Why do you want to work with our brand?
2. Have you worked with brands similar to ours before, and how did your audience react? — *Sponsored posts tab shows this*
3. Who is your core audience? Age, gender, location, language. — *Audience breakdown shows this*
4. Which content formats produce the strongest response from the audience you want us to reach? — *Content tabs show this*

Past-performance questions

5. Walk me through a recent brand campaign. What was the objective, which results could you see, and what would you change? — *Sponsored posts tab shows this*
6. When a brand sends you a brief, what do you need in it, and how do you turn that into your own content idea?
7. How do you feel about discussing ideas for promo content together with us?
8. What result would you consider successful for this deliverable, and which metrics can you share after publication? — *Paid post performance metric shows this*

Rates and deliverables questions

9. Please break down the quote by deliverable and commercial term.
10. Which usage rights and paid-media permissions are included?
11. How many feedback rounds are included, and what counts as a revision or reshoot?
12. What is the production timeline, and what happens if either side delays or cancels?

Brand-safety questions

13. Have you had any content pulled or flagged in the past? What happened?
14. Do you have exclusivity clauses in any current partnership? For how long?
15. What brands would you never work with, and why?
16. Which disclosure rules apply to this campaign, and how will you disclose the partnership in each format? — *Sponsored posts tab shows this*

Workflow and communication questions

17. What's the best channel for you to use for all campaign communication?
18. What's your usual response time to communications from a brand?

19. Do you have someone helping you with content, a manager or agency? And who needs to sign off before something goes live?

20. Would you be open to an ongoing or ambassador-style relationship down the line, if this first project goes well?

Check these six before you dial in

Open a creator's profile in IQFluence, and the sponsored posts tab, audience breakdown, content tabs, and paid post performance metric answer six of these questions on their own, no call needed to confirm them.

Run the discovery call the data prepared you for.

[Start with the free plan →](#)

Free plan, no credit card needed.