



# GET YOUR CONTENT LICENSED

## A Guide for Content Creators

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# About the Author

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## Dustin Pagliughi Founder & CEO

I'm often regarded as a content expert with a knack for leveraging various types of content into promotional and advertising successes. I've produced over a 1,000 hours of television, including 160 episodes for MTV's hit show, Ridiculousness. Beyond that, I've been at the helm of over 900 commercial campaigns worldwide. Prior to founding Locomotive Content, I was named Most Valuable Employee at a company with over 250 worldwide employees. Helping real people/creators have their content showcased is my biggest passion. Enjoy this creator guide, and I hope it helps with any questions or processes you might have.



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# Chapter One



## The Do's

Only 46% of content creators make more or around \$50K per year, while 46% earn less than \$1K in annual revenue,” according to Influencer Marketing Hub. We are all creators, so following certain guidelines will increase the likelihood of your content making money. Here are the Do's of content creation.



# Response Time

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A lot of times there are backup selects we have on deck for projects, so if we don't hear back from a creator or their management team in a timely fashion, we will not choose that piece of content and use the backup. Most of the projects we do have very strict deadlines and briefs. It is important that creators understand this and respond to any inquiries from agencies in a timely fashion. Standard practice is to respond within the 24 hour window.



# Filming Logo Free

Try to create content free of any logos

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When creating content, creators should film it with no brand logos. In most cases, the brand creating the campaign will not be able to get the rights to use a logo outside of their brand. Therefore, we will not use that piece of content. This could be the deciding factor for using a piece of content instead of another. For editing purposes, it is also easier to source and clear content that are logo-less in order to avoid a post editing nightmares, such as trying to remove the logo from the final cut.



# Filming Family Friendly

## Brands want wholesome content

Advertising and brands prefer wholesome content because it broadens their audience group. Believe it or not, Gen Z is now on the family-friendly content train too. They value wholesome content and according to the NY Times, “Gen Z is compliment free of connotations of traditional family values and virtues... they define wholesome more as having a positive outlook on life.” It’s important that your content be family-friendly in order to appeal to larger audiences. Just as ad agencies & brands do, content creators can also broaden their audience with wholesome content.





# Chapter Two

## The Don'ts

Now that we've talked about what to do for content creation, let's talk a little about what not to do....



# Outpricing

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## Don't Outprice Yourself

There are industry standards. We always compensate correctly and fairly. If unsure about what standard content rates are, there are plenty of resources out there with guides and even calculators based on your following size and other parameters. There have been a number of times where creators outpriced themselves with a project that we were working on. The client wouldn't pay the rates they were asking so they didn't get paid. It's better to get paid than not at all.

## Don't Let "Management" Outprice You

A good manager knows the proper industry rates. It's important that you know what they're asking for your content on your behalf. Good communication with them is key to your success. Don't be afraid to ask for receipts from managers or see the conversations that they are having on your behalf. They work for you, so it's important to know that they have your best interests at top of mind.



# Filming Inside of TikTok

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Most creators are unaware that when they film inside of the TikTok app, the app owns that content exclusively. What this means is that any time someone films inside the app, they *WILL NOT* own their own content. Always use your phone to capture anything and then upload into the social media apps. This will ensure that you remain the copyright holder of that content and can therefore, monetize it as the rightful owner.





# Chapter Three

## Things to Look Out For

Now that we have explained the Do's and Don'ts, let us talk about some things content creators should be on the lookout out for.



# Scams

There are a ton of scams out there, whether it be a text message or an email with a blurry PayPal prompt stating the account has been locked, among other things. If someone reaches out by name, provides work examples, and asks for an in-person call or video chat, they are *NOT* a scam.



## Exclusivity Rights



Creators must be careful where their content is submitted. Creators should also be wary of agreements. Most creators don't realize that when they submit their content to be featured on a site, etc., they are granting that entity to own the content exclusively. It's important to read all agreements very thoroughly in order to avoid losing the rights to content.



# Take the A-Train

To sum it all up, following these guidelines will help creator make content that is more appealing to audiences' as well as agencies. We love the creators that we work with and want to see them succeed.

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