

Barter and Brand Deal Scripts

Ten replies for Nepali creators

Copy, adjust the brackets, send. Each script is labelled with the situation it answers.

The Barter Test

Run this before you reply to any gifted offer.

Would I buy this myself?	No	Decline.
Is there a posting obligation?	Yes	It is a job. Price it.
Does the product value cover my floor price?	No	Ask for cash on top.
Does it move me forward?	Yes	A below-floor yes can be a deliberate investment, once.

1. Accept as a gift

NO POSTING OBLIGATION

Thank you, I'd love to try it! Just so we're on the same page, I only share gifted products if I genuinely like them after using them for a while, so I can't promise a post or a date. If it becomes part of my routine, you'll definitely hear about it.

2. Accept as barter

FAIR VALUE, CLEAR TERMS

Sounds good! To confirm: you'll send [product], and I'll create one Reel (30 to 45 seconds) and two Stories, posted by [date], with one round of changes. I'll label it as a gifted collaboration. Can you confirm by reply?

3. Upgrade to paid or hybrid

YOU WANT THE WORK, AT A PRICE

Thank you so much, I really like [product] and would be happy to try it! For planned content with a fixed posting date, I usually work on a paid basis. I could do one Reel plus two Stories for Rs. [8,000], or, since I'd love to work together, Rs. [4,000] plus the product. Which works better for you?

4. Complimentary stay or experience

HOTELS, RESTAURANTS, TRIPS

Thank you for the invitation! A two-night stay is a lovely offer. For a full content package (one Reel, a Story series and ten edited photos you can use on your own page for six months), I'd usually charge Rs. [15,000]. Would you be open to the stay plus Rs. [7,000]? If you'd prefer barter only, I can do a Story series during the stay without the Reel.

5. Decline, politely

WRONG FIT, BUT KEEP THE DOOR OPEN

Thank you for thinking of me! This one isn't quite the right fit for my audience right now, but I'd be glad to hear about paid campaigns in the future. Wishing you a great launch.

6. Ask questions before you quote

NEVER PRICE BLIND

Happy to share! So I can suggest the right option, could you tell me:

1. What's the main goal: getting the word out, content you can use in your own ads, or direct sales?
2. What were you thinking I'd create (Reel, Stories, TikTok, YouTube video)?
3. Will you want to repost or boost the content, and for how long?
4. Would you need me to avoid posting for similar brands for a while?
5. What timeline and budget range are you working with?

7. "Our budget is lower"

SHRINK THE WORK, NOT THE RATE

Totally understand. For Rs. [7,000] I can do the Basic package: one Reel, without the Stories. Would that work?

8. "Other creators charge Rs. 3,000"

ANSWER WITH EVIDENCE

That's possible, and they might be a great fit. With me you get [average views], an audience that's [mostly Kathmandu, aged 18 to 24], and a full results report a week after posting. If Rs. 3,000 is the budget for now, I'd be happy to stay in touch for a future campaign.

9. "We'll pay after we see results"

PROTECT YOUR CASH FLOW

For first collaborations I work with 50% upfront and 50% within 7 days of posting. You'll get a full results report at the 7-day mark either way.

10. "Can we boost your Reel?"

USAGE RIGHTS, PRICED SEPARATELY

Happy for you to run the Reel as a paid ad! My usage terms: Meta paid ads from your page, Nepal only, 30 days from [date], used as-is. The usage fee is Rs. [4,000] on top of the content fee. If you'd like to extend after 30 days, I can quote for another period.