THE 2026 CREATOR GIG & PAYOUT CHEAT SHEET

WHERE CREATORS GET PAID | PLATFORMS, PAY RANGES, PRICING RULES, RED FLAGS

PLATFORM MATRIX

PLATFORM	LEVEL	MODEL	TYPICAL PAY
Billo	Beginner	Fixed platform jobs	$30 - $100+ / video
JoinBrands	Beginner	Flat-fee brand briefs	$30 - $150 / video
SideShift	Beginner to mid	Briefs + performance bonuses	$30 - $1,500+ / campaign
Youdji	Beginner to mid	You set price, escrow, 20% creator commission	Set by you ($150+ reported)
Insense	Mid-level	Pitch with your own quote	$150 - $800+ / campaign
Cohley	Mid-level	Brand briefs, product seeding	Varies by brief
Fiverr	All levels	Your tiered gig listings + add-ons	$50 - $500+ / package
Collabstr	Mid to advanced	Public storefront, direct hire	Packages up to $2,500+
Aspire	Advanced	Negotiated campaigns, retainers	Retainers up to $2,500+
FYPRO	All levels	Storefront / dropshipping margins	Margin per product sold

Figures are typical or platform-reported ranges. They change. Confirm current terms before you pitch.

WHERE DO I START?

STAGE	PLATFORMS	YOUR MOVE
1. PROOF	Billo, JoinBrands	Finish 5 to 10 videos and collect ratings. Treat the pay as tuition, not income.
2. PITCH	SideShift, Youdji, Insense, Cohley	Lead with the result you will deliver for THEIR product. Show 2 to 3 clips from their category.
3. PACKAGE	Fiverr, Collabstr	Sell three tiers. Price usage rights, raw footage and rush delivery as separate add-ons.
4. SCALE	Aspire retainers, FYPRO	Sell monthly content packages. Add storefront margins as a second stream.

QUOTE MATH THAT PROTECTS YOUR MARGIN

Platforms that take a commission shrink what you keep. To net a target, divide it by what is left after the cut. Example: you want to take home $150 on a platform that takes 20%. Quote $150 / 0.80 = **$187.50**. Always run this before you send a price.

THE QUOTE FORMULA

BASE PRODUCTION FEE + PAID-USAGE ADD-ON + RAW FOOTAGE / EXCLUSIVITY + RUSH FEE = YOUR QUOTE

Creation fee pays for your time and skill. Usage rights pay for how long and where the brand can run your video. Never bundle paid-ad usage into a low flat fee.

PRE-PITCH CHECKLIST

- [ ] Creation fee and usage rights quoted as separate line items
- [ ] Paid-ad usage priced higher than organic posting
- [ ] Revision rounds capped in writing
- [ ] Delivery date and format confirmed (length, ratio, platform)
- [ ] Usage window stated (30 / 60 / 90 days) with a renewal price
- [ ] Platform commission subtracted from my take-home math
- [ ] Raw footage priced as an add-on, not included free
- [ ] 2 to 3 portfolio clips from the brand's category attached

CONTRACT RED FLAGS

- [ ] "In perpetuity" or "lifetime" usage on a small flat fee
- [ ] Whitelisting / Spark Ads access bundled in for free
- [ ] Rights assignment buried in the platform's standard terms
- [ ] "All platforms, all media" with no time limit
- [ ] Exclusivity or non-compete with no extra pay
- [ ] Unlimited revisions or vague deliverables

PAYOUT TRACKER

DATE	PLATFORM / CLIENT	GROSS	FEES	NET	TAX SET-ASIDE

Track every payout, fee and expense from day one. Set aside a share of every payment for taxes. Working out processing costs on direct client invoices? Use the free QBO Payment Fees Calculator at tegreporthq.com/quickbooks-payment-fees-calculator

Full guide with platform breakdowns: tegreporthq.com/creator-monetization-directory-where-to-get-hired

Pay figures are typical or platform-reported ranges, not guarantees. This is general information, not legal, tax or financial advice.