THE AFTERLIFE TEST.

How to know if a brand partnership was worth it - once the borrowed audience goes home.

Eight questions. One decision worksheet. A better way to negotiate what lasts.

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WHAT WILL STILL BE YOURS?

Use these questions before signing a sponsorship, licensing deal or creator partnership.

01

What survives the contract?

List the assets you will actually own: format, creative, rights, data or a direct audience relationship.

02

Who keeps the cultural equity?

Are you contributing something people value, or borrowing an IP's desirability for a short period?

03

Do you genuinely belong here?

Relevance is earned in context. High production values cannot repair a mismatch with the community.

04

Community or a collected list?

Did people choose a lasting relationship with your brand, rather than simply enter a promotion?

THE OTHER HALF OF THE DEAL.

Visibility is the beginning of the evaluation, not the end.

05

Can you reach people directly?

Check what data and permissions are yours. Does audience access disappear with the partner platform?

06

Have you negotiated the exit?

Specify post-campaign use of creative, co-created formats, IP rights and relationship assets in the contract.

07

What is the decay curve?

Plan a 30 / 60 / 90-day view of return visits, chosen engagement, branded search and direct response.

08

Can you compare deals fairly?

Apply a consistent scorecard to each collaboration. Build your own benchmark rather than waiting for one.

YOUR DEAL AFTERLIFE CARD.

A working worksheet for the next negotiation. It is a decision aid, not a scientific ROI formula.

ASSET

What intellectual property, content or rights remain?

ACCESS

What audience can you reach directly and with consent?

CULTURE

What distinctive meaning did your brand contribute?

MEASUREMENT

What will you measure at 30, 60 and 90 days?

EXIT

Which rights, contacts and formats survive the deal?

BEFORE YOU SIGN: what will still be yours when the spotlight moves?

DON'T JUST BUY THE MOMENT.

Measure the sales, yes. But negotiate the afterlife too: the assets, permissions, cultural equity and relationships that survive the campaign.

WANT THE FULL ARGUMENT?

Read the original Afterlife Test on Content with a View. Subscribe for frameworks on owned attention, IP and media business models.

contentwithaview.com

EXPOSURE ENDS. WHAT YOU OWN CAN STAY.