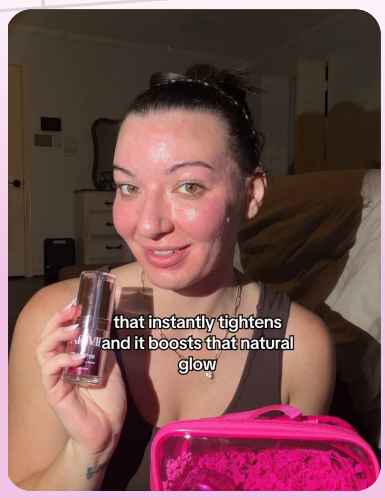
Net Influencer × INSENSE

Template

The checklist for building a creator roster that wins BFCM & Q5

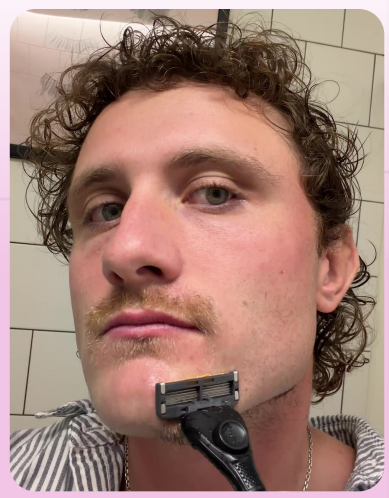
☑	Rehire
☐	New brief
☐	Pause











Free editable Google Sheet included

Creator Roster Scorecard

Measure performance by creator after every collab. Decide who to rehire, rebrief or pause.

Get your copy of the scorecard ↗

Open Google Sheets and make your own editable copy.







How to use it

1. Set your targets on the Targets tab: minimum spend before you judge an ad, target ROAS or CPA, and a good hook and hold rate for your account.
2. After every collab, add one row per creator to the Collab log. Fill the white columns from your ads manager; the purple columns calculate themselves.
3. Check the suggested decision, then set your own.
4. The Creators tab rolls every collab into one row per creator. The Roster map shows how many creators you have in each role and where your spend goes.
5. Use the 30-day checklist (next page) for Black Friday and January.

Creator roles

Proven seller
Already converts. Rehire every round.

New angle
A fresh face and future winner.

Niche expert
A hard-to-find persona.

Face for paid ads
A real audience and handle.

Four decisions

Fund before you judge
Under minimum spend.

Rehire
Hits target ROAS or CPA.

New brief
Good attention; sales aren't there yet.

Pause
Weak sales and attention.

Metrics

Hook rate	=	3-second views ÷ impressions	**CPA**	=	Ad spend ÷ purchases
Hold rate	=	ThruPlays ÷ 3-second views	**ROAS**	=	Revenue ÷ ad spend
CTR	=	Link clicks ÷ impressions			

30-day checklist: Black Friday to January

Black Friday is Nov 27, Cyber Monday is Nov 30. Tick each step as you go.
The last column shows where to do it in the scorecard.

	When	What to do	Why	In the scorecard
☐	First week of Nov	**Measure every creator you paid this year: one table, one row each**	You can't pick who to rehire without it	Collab log
☐	By Nov 6	**Rehire your proven sellers for Black Friday and January**	Creator rates climb 20 to 40% into November	Creators
☐	By Nov 6	**Put ad rights and rehire terms in the same deal: Partnership Ads, Spark Ads, and the creator's authorization for TikTok Shop**	Agreeing them mid-season costs more. When rights expire, TikTok Shop ads pause and ads that keep running elsewhere can lead to payment claims	Collab log (Ad rights expire)
☐	Now until Nov 10	**Test new hooks on ads that already win**	CPMs are still normal. It's late for new concepts, not for new hooks	Collab log
☐	By Nov 13	**Lock the Black Friday set. Bring your media buyer in: one ad set per creator, one table**	The paid team needs time to set up before CPMs peak	Creators
☐	Nov 27 to Nov 30	**Put budget behind proven creators. Refresh hooks only**	New concepts have no time to learn during the peak	Creators
☐	December	**Brief January: rehire your winners with fresh-start angles**	Meta CPMs run about 28% cheaper in the last week of December	Roster map
☐	After every collab	**Log results and set a decision: rehire, new brief or pause**	This is what turns one-off videos into a roster	Collab log

Want help building your creator roster?
Book a free strategy call: 20% off + $200 platform credit.

Book a call →

Rate and CPM figures: Insense BFCM & Q5 playbook.