

# YouTube Sponsor Brief Template

Source course section

Give a creator enough context to teach the product accurately and credibly in a sponsor segment.

## Brief Fields

- Product one-liner.
- Audience and buyer role.
- Old workflow pain.
- Demo scenario.
- Key output to show.
- Human review/control point.
- Trust proof.
- CTA URL and UTM.
- Claims to avoid.

## Creator Education Notes

- Explain the category and workflow before feature details.
- Use one realistic scenario instead of a feature tour.
- Make the viewer understand what is automated and what remains human-controlled.

## Approval Checklist

- CTA link is correct.
- Claims match product reality.
- Demo path works on camera.
- Offer and audience fit are explicit.
- Tracking is ready before publish.

## Owner Notes

Owner	
Due date	
Status	
Next edit	