

UGC Creator Business Launch — Workbook

This workbook turns the course into a launched UGC business. You will lock your niche and starter kit, film a spec portfolio, build your pitch and brand-targeting system, price your usage rights, and stand up the contracts, invoices, and follow-up that turn one-off jobs into a roster. Work each section as you finish the matching module, and use the templates to track your real outreach, rates, and clients.

What UGC Actually Is and Why Brands Pay For It

Lock your niche, confirm your starter kit, and frame yourself as a content service rather than an influencer.

Exercise: Choose Your UGC Niche

Pick one primary niche and one adjacent backup at the intersection of what you use, what advertises heavily, and what you can film at home. Confirm demand by finding brands actively posting briefs or running creator-style ads in that niche.

- Which product categories do you already buy, use, and could talk about naturally on camera?

- Which of those could you film well at home with your current space and lighting?

- Which high-UGC-spend category (beauty, wellness, food, home, pets, etc.) will be your primary niche?

- What proof did you find that brands in this niche are actively hiring or running UGC ads?

Worksheet: Positioning Statement

Write the short positioning you will use in your bio and pitches. It should make clear you create brand-owned UGC, name your niche, and never lead with follower count.

Primary niche and adjacent backup niche

One-line positioning: I create UGC (creator-style video/photo brands run as ads) for ___ brands

Three concrete benefits a brand gets from hiring you (e.g. fresh ad creative, higher-converting native ads, fast turnaround)

Content formats you will offer (unboxing, demo, testimonial, problem-solution, photo)

What you will say when asked about your following (reframe to content quality and results)

Checklist: Starter Kit Setup Checklist

- [] Confirmed a recent smartphone with a good camera as my main filming tool
- [] Identified a window with soft daylight and/or got an inexpensive ring light
- [] Acquired a clip-on or wireless lavalier mic for clean talking-to-camera audio
- [] Set up a small tripod or phone stand for steady and hands-free shots

- [] Installed CapCut (or similar free app) and learned basic cuts, captions, and pacing
- [] Cleared a clean, neutral corner of my home for product close-ups

Building a Portfolio That Wins Work With No Following

Film three to five spec ads, assemble a scannable portfolio, and set a starter rate sheet.

Exercise: Plan Your Spec Ad Set

Choose three to five products you already own in your niche and plan a different UGC format for each, so the set shows range. Treat each one as a real brief with a hook, demonstration, and call to action.

- Which products do you own that fit your niche and demonstrate well on camera?

- What format will each spec ad use (unboxing, demo, testimonial, problem-solution)?

- What is the scroll-stopping hook for each one?

- What is the clear call to action you will end each video with?

Worksheet: Portfolio Build Sheet

Define how your portfolio will be hosted and organized so a brand can scan it in about a minute and contact you with no friction. Keep it simple enough to publish this week.

Portfolio format and host (Canva site, Google Drive/Dropbox folder, Notion, UGC platform profile)

Order of your top videos and how they are grouped (by niche or format)

One or two line bio naming your niches and that you make brand-owned UGC

List of what you offer (video UGC, photo UGC, raw plus edited, hook variations)

Exact contact method shown (email or contact button)

Social proof to add once available (brand logos, testimonials, results)

Worksheet: Starter Rate Sheet

Set defensible starting prices you can quote without freezing. Keep the base packages simple and let add-ons handle scaling. Use the course ranges as a sanity check, not a ceiling.

Single video price (short UGC video, one revision round, edited with captions)

Three-video bundle price (small per-video discount)

Five-video bundle price (larger per-video discount)

Add-on prices: extra hook variation, raw footage, rush delivery

Photo add-on price (set of lifestyle and in-hand shots)

Trigger for raising rates (e.g. after every few completed jobs or when fully booked)

Checklist: Portfolio Launch Checklist

-] Filmed three to five varied spec ads, each well-lit, clearly audible, and tightly edited
-] Made sure each format is different so the set shows real range
-] Published the portfolio on a fast, mobile-friendly host with videos that play smoothly
-] Put my niche, offer, and contact method clearly on the portfolio
-] Drafted a simple rate sheet with packages and add-ons
-] Set a reminder to swap spec pieces for real paid work as it comes in

Finding Brands and Pitching to Win Paid Jobs

Set up marketplace profiles, build a targeted brand list, and run a pitch-and-follow-up system that books work.

Checklist: Marketplace Setup Checklist

-] Created profiles on at least two UGC marketplaces (e.g. Insense, Billo, JoinBrands, Trend, Aspire)
-] Checked talent marketplaces (Backstage, Upwork) for posted UGC briefs
-] Filled each profile with my best samples, niche, and offer
-] Applied to a first batch of relevant briefs to gather early samples and reviews
-] Noted that marketplace rates are for building proof, not for anchoring my direct rates
-] Decided how I will split time between platforms and direct outreach

Exercise: Build Your Target Brand List

Find brands already running creator-style ads in your niche using the Meta Ad Library and TikTok Creative Center, favoring smaller and direct-to-consumer brands. For each, find the real human who handles marketing or the founder.

- Which brands did you see running UGC-style ads in your niche, and where (Meta Ad Library, TikTok Creative Center, feed)?

- Why is each one a good fit (advertises but likely lacks a steady content pipeline)?

- Who is the right contact at each (marketing/social manager or founder), and on which channel?

- How many well-targeted brands can you realistically add to your list each week?

Worksheet: Pitch Script Builder

Draft a short, personalized pitch you can adapt per brand. Lead with their benefit, include proof, and end with a clear low-friction ask. Then draft your follow-up messages.

Personalized opener referencing the brand's product or a specific recent ad

Value line: that you create brand-owned UGC and the concrete benefit it gives them

Proof line: where you link your portfolio or attach a relevant sample

Clear ask: the simple next step you propose (e.g. discuss a few videos)

Follow-up #1 message (sent after about 4 to 7 days of no reply)

Follow-up #2 message (sent once more later, polite and brief)

Pricing, Contracts, Delivery, and Repeat Clients

Price usage rights properly, lock your contract and invoice essentials, and build the follow-up that creates a roster.

Exercise: Price the Usage Rights

For a sample deal, separate the creation fee from the usage license. Price each usage lever explicitly so the brand pays for how widely and how long it can use your content.

- What is your base creation fee for the content itself?

- What changes if the brand runs it as paid ads or whitelists it, versus organic only?

- What time window is the license for (3, 6, or 12 months), and how does that change the fee?

- What would you charge for exclusivity (no competitor work) or a full perpetual buyout?

Worksheet: Contract Essentials Worksheet

Fill in the essentials for a reusable one-page agreement you will confirm in writing (e-signature or confirmed email) before every job. This is what protects your scope, rights, and payment.

Deliverables and deadline (exactly what you provide and by when)

Usage rights granted (platforms, organic vs paid, time window) matching your quote

Total fee, deposit amount (e.g. ~50% up front), and when the balance is due

Number of revision rounds included before extra revisions are billed

Ownership/license statement (brand gets the agreed license on full payment)

Optional exclusivity clause (scope, duration, and fee)

Invoice tool you will use (PayPal, Stripe, Wave, or a free invoice generator)

Exercise: Plan the Repeat-Client Follow-Up

Design how you will turn each first job into ongoing work. Be specific about your post-delivery follow-up, your retainer offer, and how you will ask for testimonials and referrals.

- What will your post-delivery follow-up say, and when will you send it (e.g. ~2 weeks later)?

- What does your monthly retainer offer look like (number of videos and predictable fee)?

- How and when will you ask satisfied clients for a testimonial and referrals?

- What light cadence will keep you top of mind with past clients?

Checklist: Delivery and Retention Checklist

- Quoted usage rights explicitly in every proposal, with add-ons priced separately
- Got the agreement in writing before filming, every time
- Took a deposit up front from new clients before starting

- [] Delivered on or before deadline, in the agreed file formats and aspect ratios
- [] Sent a post-delivery follow-up asking how the content performed and offering a fresh idea
- [] Pitched a monthly retainer to good-fit clients
- [] Asked happy clients for a testimonial and at least one referral

Your Action Plan

1. Lock your primary and backup niche, then write your one-line positioning as a UGC content service.
2. Confirm your starter kit (phone, daylight or ring light, lavalier mic, stand, CapCut) and a clean filming corner.
3. Film three to five varied spec ads (unboxing, demo, testimonial, problem-solution) for products you own.
4. Publish a fast, scannable portfolio with your best videos, niche, offer, and an obvious contact method.
5. Set a simple starter rate sheet with single and bundle packages plus clearly priced add-ons.
6. Create profiles on two UGC marketplaces and apply to relevant briefs to gather early samples and reviews.
7. Build a target list of brands running creator-style ads via the Meta Ad Library and TikTok Creative Center, with the right contact for each.
8. Send personalized pitches that lead with the brand's benefit and include proof, then follow up after 4 to 7 days and once more later.
9. Price every deal as a creation fee plus an explicit usage license (platforms, paid vs organic, term, exclusivity).
10. Use a one-page written agreement with a deposit and clear invoice, then follow up post-delivery to win retainers, testimonials, and referrals.

