

Beginner UGC



Checklist

A CHECKLIST ON HOW TO START UGC BY
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ABOUT ME

I'm Justin, a 28 year old Dad from Sydney who started UGC in 2026 and scaled to over \$5,000/month while working a full time job. I created this checklist to give you the exact roadmap I wish I had when starting.



Portfolio

Email

Instagram

Tiktok

The exact steps I'd follow (and have) if I was starting UGC from scratch today.

No huge following required.

No expensive camera gear required.

Just a willingness to start.

1. Research UGC Content

Spend 30 minutes on TikTok & Instagram

Search:

- UGC Creator
- UGC Examples
- Product Review
- Morning Routine
- Unboxing
- Problem/Solution Ad

Save 20 videos you genuinely enjoy watching

Pay attention to:

- Hooks
- Editing style
- Camera angles
- Product shots
- How creators speak on camera

You're not looking to copy anyone.

You're looking to understand what brands are already paying creators to make.

2. Film 3 Example Videos

- Pick products you already own and create content as if the brand hired you.

Ideas:

- Coffee
- Water bottle
- Headphones
- Protein powder
- Laptop
- Skincare
- Household products

Film:

- 1 x Talking to camera video
- 1 x Voiceover product demo
- 1 x Product review/testimonial

Don't forget B Roll.

Examples of B Roll:

- Opening the product
- Using the product
- Close up product shots
- Pouring, clicking, typing or interacting with it
- Lifestyle shots around your home

B Roll is what makes videos feel more professional and helps keep viewers engaged.

3. Film A Creator Introduction

- Film a simple introduction video.

Brands want to know who's behind the camera.

Example:

"Hey, I'm Justin, a 28 year old Dad from Sydney creating authentic UGC content for lifestyle, tech and family focused brands.

I love creating content that feels natural, relatable and built for both organic and paid social performance."

Checklist:

- 20 to 30 seconds long
- Good lighting
- Clear audio
- Show some personality
- Include a few B Roll clips of yourself throughout

Remember:

Brands hire people, not portfolios.

4. Create A Portfolio

Don't overcomplicate this.

At minimum:

- Upload your 3 example videos
- Upload your creator introduction
- Add a short bio
- Add your contact details

Easy options:

- Canva Website
- Google Drive Folder
- Dropbox Folder
- Simple portfolio website

Your portfolio doesn't need to be fancy.

It just needs to show brands what you're capable of creating.

Done is better than perfect.

Example Portfolio - [Mine](#)

5. Join UGC Platforms

Create accounts on:

- Insense
- Cohley
- Influee
- Billo
- SideShift

Apply for briefs even if you don't feel ready.
The worst they can say is no.

6. Start Brand Outreach

- Make a list of 20 brands you genuinely like
- Send your first 10 emails
- Follow up after 7 days
- Keep a spreadsheet of who you've contacted

Don't just say:

"I'd love to work together."

Give the brand a reason to reply. Try including a content concept that specifically relates to them.

Examples:

Coffee Brand:

"A work from home afternoon reset showing how the coffee fits naturally into a busy day."

Fitness Brand:

"A realistic Dad fitness routine showing how the product fits around work and family life."

Most creators pitch themselves.

The better approach is pitching ideas.

Most outreach gets ignored.

That's completely normal.

Even now, while making around \$5,000 per month from UGC, plenty of my emails still go unanswered.

It doesn't automatically mean you're doing anything wrong.

It's part of the process, keep going.

7. Land Your First Paid Deal

Before filming:

- Confirm deliverables
- Confirm payment
- Confirm timeline
- Confirm usage rights

After filming:

- Deliver content
- Send invoice
- Get paid
- Repeat

YOU DO NOT NEED

- 10,000 followers
- Expensive camera gear
- A huge audience
- Years of experience
- To feel "ready"

You just need to start.

**My first paid UGC deal happened because I took action before I felt ready.
Yours can too.**

UGC TERMS EXPLAINED

UGC

User Generated Content.

Content created by a creator for a brand to use on social media, websites or advertising.

You do not need a large following to do UGC.

Deliverables

The content you're being hired to create.

Example:

- 1 x 30 second video
- 3 hook variations
- 10 photos

These are your deliverables.

B Roll

Supplementary footage used throughout a video.

Examples:

- Pouring coffee
- Walking with a product
- Typing on a laptop
- Close up product shots
- Using the product naturally

B Roll helps tell the story and keeps videos visually engaging.

Hook

The first few seconds of a video designed to stop people scrolling.

Example:

"I didn't think this would actually work..."

UGC TERMS EXPLAINED - CONTINUED

Raw Footage

The original unedited clips from your camera.
Some brands will pay extra for access to this.

Usage Rights

How long a brand can use your content in advertising.

Example:

3 Months Usage Rights = The brand can use your content in paid ads for 3 months.

Longer usage periods should usually cost more.

Organic Content

Content used on the brand's own social media pages.

Paid Ads

Content used in advertising campaigns.

This generally carries more value than organic content.

Revision

A change requested by the brand after you've delivered content.

Most creators include one round of revisions.

Invoice

The document you send requesting payment for your work.

Always invoice brands professionally.