

UGC creator *starter checklist*

Tick these off before you send your first pitch.

SET UP

- ☐ One product category I can demo honestly
- ☐ Phone, daylight or a lamp, and a quiet room
- ☐ A 10-second test clip to check sound
- ☐ One folder for raw files, one for finals

SAMPLE VIDEOS

- ☐ Three videos made with items I own
- ☐ Each labelled "self-directed spec work"
- ☐ One video with two different openings
- ☐ Captions on every video

PORTFOLIO AND PITCH

- ☐ One page that opens without a login
- ☐ Best video plays first; bio names my niche
- ☐ Rate card with usage priced separately
- ☐ A short pitch: who I am, what I'd make, a link

BEFORE I DELIVER

- ☐ Brief understood: viewer, message, format
- ☐ Usage terms in writing: where and how long
- ☐ Any disclosure the brief or law needs is covered
- ☐ Files named and sent as agreed
- ☐ Invoice sent and income recorded