

Start UGC: the checklist

Unresourced · unresourced.sites.tab.bot · 2026-10-18

1. What UGC actually is

- ☐ I can explain UGC in one sentence to a friend
- ☐ I know the difference between a gifted and a paid job
- ☐ I understand brands buy the video, not my follower count

2. Pick a niche (you can change it later)

- ☐ I picked 1 or 2 niches
- ☐ I listed 5 products I already own in that niche
- ☐ I wrote my one-line creator description

3. Phone-only gear (yes, really)

- ☐ Lens wiped, beauty filter off, vertical 1080p+
- ☐ I have a stable way to prop my phone
- ☐ I have one clean, quiet spot to film

4. Filming and lighting basics

- ☐ Window or lamp in front of my face
- ☐ Phone at eye level with room for captions
- ☐ Fans and music off
- ☐ Every line filmed 3 times
- ☐ 5 to 10 B-roll clips of the product

5. Hooks: the first 2 seconds

- ☐ I wrote 5 hooks for my next video
- ☐ Each hook is under 10 words
- ☐ I filmed all 5 hooks

6. 10 content formats, with a script for each

- ☐ I filmed one video using at least 3 different formats
- ☐ Each video is under 45 seconds
- ☐ Product name said near the start and the end

7. Editing with free apps

- ☐ App installed and one test edit exported
- ☐ Hook first, dead air trimmed
- ☐ Captions added and typos fixed
- ☐ Exported 1080p vertical, no watermark
- ☐ Files named brand-format-hook#.mp4

8. Build a portfolio from products you already own: 3 spec videos

- ☐ 3 spec videos done, 3 different formats
- ☐ All 3 in one shareable link
- ☐ Link added to my Unresourced profile

9. Pitching brands: DM and email templates

- ☐ I found the contact for 10 brands in my niche
- ☐ I sent 5+ pitches using the template

- ☐ I'm tracking them in a sheet
- ☐ I follow up once after 5-7 days

10. Getting PR packages (gifted product)

- ☐ My Unresourced profile is 100% complete
- ☐ I requested 10+ brands in my niche from the directory
- ☐ I turned on apply-for-me so new matches get applied automatically

11. Rates: what to charge

- ☐ I have a base per-video rate written down
- ☐ I have an extra fee in mind for paid-ad usage and exclusivity
- ☐ I quote bundles of 3 and 5

12. Usage rights, contracts, invoices and taxes (the basics)

- ☐ I know the 4 usage questions: where, how long, paid ads?, exclusive?
- ☐ I get every job in writing before filming
- ☐ I disclose paid or gifted posts on my own channels
- ☐ I have an invoice template ready
- ☐ I'm keeping a simple income and expense record

13. Spotting scams

- ☐ Never pay to work
- ☐ I check that the email is on the brand's real domain
- ☐ I get a brief or contract before I film
- ☐ I know where to report a scam

7-day plan

Day 1: Set up

- ☐ Read lessons 1-3 (what UGC is, niche, gear)
- ☐ Write your one-line creator description
- ☐ Pick 3 products you already own
- ☐ Create your Unresourced account and fill the whole profile

Day 2: Learn the shapes

- ☐ Read the hooks and formats lessons
- ☐ Write 5 hooks for each of your 3 products
- ☐ Pick a format for each product (testimonial, demo, unboxing or before/after)

Day 3: Film

- ☐ Set up your light and spot
- ☐ Film all 3 spec videos, every line 3 times
- ☐ Film 5-10 B-roll clips per product

Day 4: Edit

- ☐ Install one free editing app
- ☐ Edit all 3 videos: hook first, captions, B-roll cuts, 1080p export, no watermark
- ☐ Name the files properly

Day 5: Portfolio

- ☐ Put the 3 videos in one shareable link
- ☐ Add the link to your Unresourced profile
- ☐ Ask one friend to watch all 3 and tell you which hook is best

Day 6: Apply and pitch

- ☐ Request 10+ brands in your niche from the gifting directory (or turn on apply-for-me)
- ☐ Find contacts for 10 brands and send 5 pitches with the template
- ☐ Start your tracking sheet

Day 7: Rates and rules

- ☐ Read the rates and the rights lessons
- ☐ Write your base rate, usage fee and bundle prices
- ☐ Save an invoice template
- ☐ Send 5 more pitches. You're a UGC creator now.