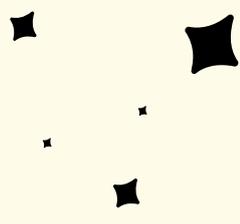


THE UGC PLAYBOOK

FOR CREATORS

THE UGC PLAYBOOK STARTER TOOLKIT

PITCH EMAIL SKELETON • QUICK-
START WORKBOOK • PRO CHECKLIST



THE UGC PLAYBOOK — STARTER TOOLKIT

What it is

A tight, action-first starter pack that gets you pitching and producing today. It includes a fill-in-the-blanks Pitch Email Skeleton, a 4-page Quick-Start Workbook to define your niche and first paid offer, and a Pro Delivery Checklist so your first client handoff feels senior and stress-free.

Why it's worth it

- Removes guesswork — you're not staring at a blank screen; you're filling lines that are proven to get replies.
- Compresses ramp-up time — one hour with this pack = a niche, an offer, two spec ideas, and an outreach plan.
- Helps you look pro from Day 1 — the QC checklist and handover email reduce revisions and speed up payment.
- Built for “0 followers” — everything here leans on proof, positioning, and clear value...not audience size.

What you'll get

- Pitch Email Skeleton (1-pager):
 - Subject lines to rotate, a short cold email that invites a “yes,” warm DM bridge, spec pitch blurb, 3 staged follow-ups, and a bank of closers (e.g., “Want a 45-sec Loom?”).
 - **Quick-Start Workbook (4 pages):**
 - Niche Clarity — ICP snapshot, pains/desires, positioning line.
 - £1,000 Starter Offer — deliverables, usage menu, quick pricing math, two upsell slots.
 - Proof & Portfolio Sprint — two spec concepts, coverage checklist, file-naming scheme.
 - First-Week Plan — 7-day schedule + mini scoreboard.
 - **Pro Checklist (10 points):**
 - Final-delivery quality control (specs, audio, captions, usage rights, files), plus a paste-in handover email that makes you look organised and easy to work with.
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HOW TO USE IT (5-MINUTE PLAN)

1. Pick 1 niche in the workbook (page: Niche Clarity). Write one sentence of positioning.
2. Assemble a Starter Offer (2 edited verticals + cut-downs + captions). Tick a usage option.
3. Draft 2 spec ideas (demo + comparison). Jot the shot list.
4. Send 10 pitches using the skeleton (rotate 2 subject lines + 1 closer).
5. Set your scoreboard (posts sent, cold/warm pitches, replies, calls booked). Update nightly.

What you'll walk away with

- A ready-to-send pitch and three follow-ups.
- A clear niche + one-line positioning you can reuse everywhere.
- A starter offer & price you can quote confidently.
- Two spec concepts you can film this week.
- A delivery checklist & handover email that reduce revisions and speed up approvals.

FAQ (quick)

Beginner-friendly? Yes. It's fill-in-the-blanks with examples and prompts.

What if I don't have results yet? Use the spec concepts + proof prompts (testimonial snippets, simple before/after, or product demo metrics).

How fast to see traction? Many creators book first calls within a week of sending 30–50 targeted pitches.

Can I adapt the copy to my voice? Please do—keep the structure, change the tone.

Does it work outside my niche? Yes. Swap in your ICP, top pains, and product benefits.

Commercial use? You can use the templates for your own client work. Redistribution or resale is not allowed.

1. PITCH EMAIL SKELETON

How to use (30s): Pick a subject, paste the body, swap the brackets [], add one proof link, send.

Subject line (rotate 1):

Quick UGC concept for [Brand] — 48h turnaround
2 hooks for [Product] (CTR lift ideas inside)
[Brand] TikTok ad concept → 0:03 hook
New creatives to test this week?

Cold email (short)

Hi [Name],

I'm [Your Name], a UGC creator in [niche]. I reviewed [Brand]'s [ads/TikTok/IG] and spotted 2 quick wins for thumb-stop and CTR:

→ Concept 1: "[Hook idea]" (15–20s) — proof angle: [before/after / testimonial / stat].

→ Concept 2: "[Hook idea]" (6–9s hook → demo) — comparison/test angle.

I can deliver [number] edited assets in [X] days for £[rate], incl. captions + cut-downs.

Usage is modular (30/90-day; whitelisting optional).

Want me to send a 1-page concept sheet by Friday?

Best,

[Your Name] — Portfolio: [link] — IG/TikTok: [@handle]



Warm DM (comment → DM bridge)

Loved your [recent post/ad] on [topic]. I sketch performance UGC.

Two hooks that match this angle — can I send a 45-sec Loom?

Spec pitch (if you have a sample)

I mocked a 15s concept for [product] — private link: [URL].

I can produce 2 variants + cut-downs in 72h.

Open to a small paid test?

Follow-ups (add to your CRM dates)

- FU1 (Day 2): “Bumping this — shall I send the 1-page concept sheet?”
- FU2 (Day 5): “Two short ad angles for [Brand]. Want a 45-sec Loom?”
- FU3 (Day 9): “Parking these for next quarter — keep you in my creator queue?”
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CTA & Closers (rotate)

Send the 1-pager? • Want a 45-sec Loom? • Open to a small paid test? • Quick 10-min call [day]?



3. PRO CHECKLIST (10 POINTS) — BEFORE YOU DELIVER

1. **Specs right:** 1080×1920 (or 2160×3840) • 30 fps • H.264 High • CBR 10–20 Mbps.
2. **Audio clean:** No clipping; mix \approx -18 LUFS; add room tone if needed.
3. **Hook visible** (0–3s): No text on face; brand/product clear.
4. **Captions:** High contrast, in safe zones; spelling checked; CTA included.
5. **Brand fit:** Colours/tones match brand; no competitor items in frame.
6. **Claims & proof:** Any claim shown or captioned with a proof clip/stat.
7. **Files & names:** Previews vs Finals; versioned filenames; include raw folder if agreed.
8. **Links & rights:** Usage window noted (organic/paid/term); whitelisting noted.
9. **Handover email prepared:** links, versions, usage, next steps (see below).
10. **Invoice & SOW:** Payment terms/dates match the agreement; PO/title on invoice.

Handover email (paste-in)

Subject: [Brand] UGC delivery — finals + next steps

Hi [Name], Here are the finals (link): [Drive/Dropbox]. Included: [#] finals (1080x1920), [#] cut-downs, captions file, raw folder [if included]. Usage: [Organic/Paid 30/90-day], whitelisting [Yes/No]. Next steps: • Pick your favourite cut for the first test; • If you want more variants, I can turn around 2 extra hooks in 48h; • Happy to jump on a 10-min call to plan the first run.

Thanks!

[Your Name] — Portfolio: [link]

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