

# THE UGC PLAYBOOK

FOR CREATORS

## Done-for-You Pitch Templates & Follow-Up Scripts!

By using these scripts, you'll save hours of second-guessing, sound more professional, and increase your chances of landing deals.

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# DONE-FOR-YOU PITCH TEMPLATES & FOLLOW-UP SCRIPTS

Struggling with what to say when pitching brands?

These done-for-you scripts remove the guesswork so you can reach out with confidence, sound professional, and land more paid deals.

Inside this section, you'll find:

- ✓ 5 proven Email Templates (for cold outreach, warm leads, campaign applications)
  - ✓ 2 DM Scripts (quick, casual, high-conversion approaches)
  - ✓ 4 Follow-Up Messages (polite persistence that gets replies)
- Just copy, paste, tweak with your details, and hit send.

## HOW TO USE THESE TEMPLATES FOR MAXIMUM RESULTS

- Personalise – Swap in the brand's name, product, and a genuine compliment. Never send fully generic emails.
- Keep it short – Aim for 4–6 sentences max. Brands are busy; clarity wins.
- Use a professional email signature – Add your name, role, and portfolio link at the bottom.
- Send at the right time – Tuesdays and Thursdays (morning hours) tend to have the best open rates.
- Track everything – Use the included Notion Pitch Tracker to log when you send, who responds, and what stage the deal is at.
- Follow up – Most deals close after 2–3 follow-ups. Don't be afraid to re-reach out; persistence shows professionalism.

# 5 PROVEN EMAIL PITCH TEMPLATES

## 1. Cold Outreach Pitch (to brands you haven't worked with yet)

Subject: Love what you're creating at [Brand Name]

Hi [Name],

I'm [Your Name], a content creator who specializes in [niche, e.g., short-form video + lifestyle product demos]. I recently came across [Brand Name] and love [specific product/campaign you genuinely like].

I'd love to create authentic UGC for your brand that you can use across paid ads, email, or social. Here are a few ways I could help:

- Create engaging product demos/tutorials that drive conversions
- Deliver testimonial-style content for trust-building ads
- Provide lifestyle content that feels organic but performs like paid media

I've attached my portfolio here: [link]. Would you be open to a quick chat this week about potential collaboration?

Best,  
[Your Name]

## 2. Warm Pitch (brand already liked/commented/replied to your content)

**Subject:** Excited to connect with [Brand Name]!

Hi [Name],

Thanks for engaging with my content recently—it means a lot! Since you're already familiar with my work, I'd love to explore how I could create UGC for [Brand Name].

I specialize in [type of content] that helps brands like yours [achieve goal—e.g., boost click-through rates, increase add-to-cart conversions, or generate more organic engagement].

Would you like me to send over a quick content idea tailored for your next campaign?

Looking forward to hearing your thoughts,  
[Your Name]

### 3. Application Pitch (for platforms or brand collab boards)

**Subject:** Application to collaborate with [Brand Name]  
Hi [Name/Team],

I'd love to apply to create content for [Brand Name]. My strength is producing [style of content, e.g., relatable, conversion-focused short videos] that resonates with [target audience].

What I bring to the table:

- Fast turnaround (2–3 days for most deliverables)
- Content optimized for ad placements (TikTok, IG Reels, YouTube Shorts)
- A proven track record of creating high-performing UGC for lifestyle and e-commerce brands

Here's my portfolio: [link].

I'd be thrilled to bring [Brand Name]'s vision to life.

Warmly,  
[Your Name]

## 4. Seasonal/Timely Campaign Pitch

**Subject:** Content ideas for [Holiday/Season] campaign

Hi [Name],

With [Holiday/Season, e.g., Black Friday or Summer 2025] around the corner, I wanted to share a quick content idea for [Brand Name].

[Insert 1–2 sentences about your creative idea: e.g., “A short, punchy TikTok showing how your product is the ultimate summer travel essential.”]

I can provide you with ready-to-use UGC content (videos + stills) that plugs right into your campaign.

Would you be interested in discussing how we can make this part of your seasonal push?

Thanks so much,  
[Your Name]

## 5. Retainer/Long-Term Pitch

**Subject:** Let's build ongoing UGC for [Brand Name]

Hi [Name],

Instead of one-off projects, I'd love to partner with [Brand Name] on a monthly basis to create a steady stream of UGC you can use across campaigns.

A retainer package ensures:

- Consistent brand-aligned content
- Faster turnaround (reserved creator time)
- Better cost efficiency compared to one-off projects

Here's an example of how a retainer might look: [insert your offer].

Would you like me to send over a sample retainer package?

Best,

[Your Name]

## 2 HIGH-CONVERSION DM SCRIPTS

### 1. Instagram DM

Hi [Name], love what you're building with [Brand Name]!  
I'm a content creator who helps brands like yours with authentic UGC that feels organic but performs like paid media.  
Would you be open to me sending over a quick idea for your next campaign

### 2. LinkedIn DM

Hi [Name], I'm [Your Name]. I specialize in UGC content that helps brands like [Brand Name] convert more customers through social and paid ads.  
If you're looking for fresh content, I'd love to share a few ideas—interested?



## 4 FOLLOW-UP MESSAGES

### 1. Gentle Reminder (3–5 days later)

Hi [Name], just following up on my email from earlier this week—did you get a chance to review my portfolio? Would love to hear your thoughts.

### 2. Add Value (7–10 days later)

Hi [Name], I know things get busy! Just wanted to share a quick idea: [insert 1–2 sentence campaign idea relevant to them]. Thought it might be useful for [Brand Name].

### 3. Scarcity/Offer (2 weeks later)

Hi [Name], I only have availability for 2 more brand collaborations this month. Would love for [Brand Name] to be one of them. Are you open to a quick chat?

### 4. Closing the Loop (3 weeks later)

Hi [Name], I'll close the loop here so I don't keep bothering you. If you're ever looking for fresh UGC, my portfolio is always here: [link]. Wishing you all the best with [Brand Name]'s campaigns!



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