

# Purposed to Profit *UGC Guide*

Neuro-Friendly clarity and connection content creativity!



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## 🚀 Purpose Into Profit:



(The 5-Minute Kickstart for Authentic Creators)

👋 Stop Masking, Start Making Money.

Welcome. If you've ever felt like the online world is a performance you can't keep up with—the endless filters, the forced energy, the pressure to be an “influencer”—I want you to take a deep breath.

That world is exhausting, and it's not the world of User-Generated Content (UGC).

I know the unique mental load that comes with navigating the world, and I promise you: Your unique perspective is not a barrier; it is your ultimate competitive edge in UGC.

Brands are desperate for authentic, real-world proof that their product works. They don't want actors; they want you.



## The First Neuro-Friendly Truth: UGC is Not a Performance.

| Influencer Marketing                                               | User-Generated Content (UGC)                                    |
|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <b>Goal:</b> Promote <i>you</i> (the personality/lifestyle).       | <b>Goal:</b> Promote the <i>product</i> (the solution/benefit). |
| <b>Metric:</b> Likes, followers, vanity stats.                     | <b>Metric:</b> Conversions, trust, authentic proof.             |
| <b>Required:</b> Highly polished editing, sustained daily posting. | <b>Required:</b> Clear, honest footage, delivered to the brand. |
| <b>Energy Needed:</b> High (Sustained masking).                    | <b>Energy Needed:</b> Low (Focused task completion).            |

# REMEMBER!

UGC is a task-based job.

You get a brief, you create the content, you send it, and  
you get paid.

No need to sustain an online persona.

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# The "Purpose Into Profit" Formula I

Your purpose—your natural way of seeing and interacting with the world—is where your profit comes from.



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## Step 1: Identify Your Hyper-Focus Products

Think about the things you already use, obsess over, or have researched to death. These are the things you can talk about naturally and honestly.

- Do you hyper-focus on optimizing your workspace? (You can make UGC for ergonomic chairs, noise-canceling headphones, or unique filing systems.)

Do you have strong sensory preferences? (You can make UGC for soft fabrics, non-irritating soaps, or weighted blankets.)

**Do you meticulously plan your finances/tasks?  
(You can make UGC for budgeting apps, planners, or  
organization tools.)**

**Action:** Right now, list one product you genuinely love and could review honestly for 30 seconds.

**Example:** *My favorite planner, because it's the only one whose paper texture doesn't distract me.*

# The "Purpose Into Profit" Formula II

Organize your UGC workspace with ease.



## Step 2: Bust the Big Myth: Your Phone is Your Camera Crew

You do not need to buy equipment. Your phone is the ideal tool because it looks authentic and unpolished. The two things that matter most are:

1. Good, natural light. (Sit by a window.)
2. Clear audio. (Hold the phone close to you, or use your standard headphones with a mic.)
3. Choose a quiet location and uncluttered space to do your filming
4. Neutral clear backgrounds are the best backdrops

**UGC is about clarity and connection, not cinema**

**Action:** Relax. Pace yourself. Take breaks. Enjoy the process!!!

**Example:** Record your scripts / unscripted voice overs in parts you can put together in post edit



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## Your First Paid Creator Step (The 15-Minute Task)

You are going to create your very first portfolio piece right now. This is a private file, just for you.

### 1. The Setup (5 Minutes)

Grab the product you listed in Step 1.

Find a well-lit spot (a window is perfect).

Set your phone on a sturdy surface (a stack of books works).

### 2. The Recording (3 Minutes)

Hit record and deliver a "Point of View" (POV) Testimonial.

Start with the problem: "I used to struggle with [your problem]." (e.g., "I used to hate that the paper in my planners bled through and distracted me.")

Introduce the solution: "But then I found [Product Name]."

Show the benefit: "Now, the paper is thick, the texture is soothing, and I can hyper-focus on my tasks."

Simple Call to Action: "If you're like me, you need to try this." (Look directly into the camera.)

### 3. The Takeaway

Stop the recording. Title the file: [Product Name] UGC Demo

Congratulations. You have just completed the most challenging part of the UGC journey: The First Video. You didn't mask, you didn't need a huge setup, and you leveraged your real experience for profit.

You are now a UGC Creator.

### What's Next?

If that 3-minute task feels easy, you are ready to start pitching brands and making real money. I have a complete checklist that turns that single demo video into a professionally-paid pitch.

**Ready to learn the exact email template, pricing formula, and where to find your first client?**

 Click here to join my "**Purposed To Profit**" UGC Community