



START UGC THIS WEEK

*for anyone feeling stuck, burnt out,
or ready for something more creative*

My Socials:



Start Here

CHECK LIST:

Don't skip this part

- ☐ Create dedicated social accounts (TikTok, IG, X, optional but helpful)
- ☐ Update your bio to reflect UGC/content creation
- ☐ Start posting, even if it's messy (this matters more than anything)
- ☐ Find a creator you like and recreate one of their videos in your own way (this is how you practice + create content for your profile and apps)
- ☐ Get on apps and platforms (this is how I got started) Fiverr was the one I wish I started sooner... like from day one
- ☐ Set up your first profiles and gigs (keep it simple, you can improve as you go)

**YOU DON'T NEED A FULL PLAN.
YOU JUST NEED TO START.**



3 MAIN WAYS TO GET STARTED:

1. APPS & PLATFORMS (how I started)

Apply to jobs or let brands come to you

- Fiverr
- UGC platforms

Easiest place to start as a beginner

Best if you don't have an audience yet or want structure

2. INBOUNDS

Brands find YOU

- Posting content
- Optimizing your profile
- Showing what you can do

Best if you enjoy creating content consistently

Takes time, but builds long-term opportunities

3. OUTBOUNDS

You reach out to brands

- Emails
- DMs
- Pitching

Best if you're confident reaching out and want faster results

More effort upfront, but more control

Important: Pick ONE lane to start

Trying to do everything at once is the fastest way to burn out.

Start with one, build momentum, then layer in more later.

If I was starting from scratch, I would:

1. SET UP NEW SOCIAL MEDIA ACCOUNTS + JOIN A FEW APPS/PLATFORMS
2. SET UP FIVERR RIGHT AWAY (don't wait like I did)
3. FILM 3 SIMPLE VIDEOS THIS WEEK (they don't need to be perfect)
4. FOCUS ON LEARNING HOOKS, NOT PERFECTION
5. WATCH A COUPLE CREATORS AND RECREATE WHAT WORKS
6. STAY CONSISTENT FOR 30 DAYS

You don't need to know everything... you just need to **take messy action.**

WHAT YOU ACTUALLY NEED:

What you need to start:

- Your phone
 - Natural light
 - A few products you already own
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Nice to have (not required)

You don't need any of this to start, but these are a few things that will make filming easier:

- Tripod - helps keep your shots steady (especially for talking videos)
 - Mini microphone — better audio if you're filming from a distance
 - Ring light — helpful if you don't have great natural light
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WHAT I PERSONALLY USE:

(linked here if you want to keep it simple)

[Tripod I use](#)

[Microphone I use](#)

[Ring light I use](#)

“I started with just my phone — everything else came later.”

CREATORS I RECOMMEND FOLLOWING ON TIKTOK:

For editing:

@themuthership — easy, step-by-step tutorials

@stevenwommack — breaks down trends in a way that's actually doable

@the_momnextdoor — best tips for sounding natural on camera

For content ideas:

@nordic_scott — unique shots and creative angles

@statusphere — great examples of scroll-stopping content

For UGC strategy:

@nicoledanilamoureux — my personal coach

@lana.k.social — consistent, actionable strategy tips

@byjamiesocial — social media strategist for content creators

TOOLS I USE:

CapCut (editing)

ChatGPT / Claude / GPT tools (hooks, captions, content ideas)

Rhythm (my go-to for content)

This is honestly one of the biggest things that's helped me stay consistent.

I use it to:

- come up with video ideas
- write hooks and captions
- turn one idea into multiple pieces of content

It takes away the “what do I even post?” feeling which is usually what slows people down the most.

➡ [Try Rhythm here](#)

I don't overcomplicate content anymore... I just use tools that make it easier.

WANT A LITTLE MORE STRUCTURE?

What finally got my Fiverr to take off

When I first started, I focused on apps and platforms for a couple months and had some wins, enough to know UGC works.

Then I kept hearing how much success people were having on Fiverr... so I figured I'd give it a shot.

- Like any millennial, I went straight to YouTube and followed a full tutorial to set everything up.
- I thought I did it right...
- but my account sat there for 6 weeks with zero traction.
- No views. No messages. Nothing.
- Right before I gave up on Fiverr; I decided to try one more thing and that's when I found UFA.
- Within a few days of going through it, everything started to click... and my Fiverr finally started getting traction.

You absolutely don't need a course to get started but this helped me skip a lot of trial and error.

If you're curious:

➡ [Check out the course I used](#)

I also have a \$100 off code if you end up wanting it, just don't pay full price. The code is: STEPH

Excited to cheer you on and see where your UGC journey takes you

Lovems, Steph