cat propaganda
pro-cat propaganda

free guide

make your pets pay rent.

a beginner-friendly guide to turning everyday pet videos into extra income — even with zero followers or faceless content.

for pet lovers who want their camera roll, pet obsession, and everyday purchases to start paying them back.



by @carrieoncats

PET UGC

What if your pet obsession could pay for itself?

Your camera roll is full of your pet. You buy them things they probably don't need. What if some of that spending could come back to you? Spoiler alert: it can! Pet UGC is where it’s at.

What is UGC?

User-generated content (UGC) is content made by everyday people. As a paid UGC creator, you make videos that a brand can use on its own social accounts, website or ads.

Why would a brand pay me?

Brands need fresh, relatable videos showing products in real homes, with real pets. They can pay you for the video itself, not for access to your followers.

What could I charge?

A starting quote of $100–$150 for a short edited video is one possible benchmark, not a guaranteed rate. Some offers are lower or higher. Usage rights and scope affect fees. Free products alone are not cash payment.

THE MINI GLOSSARY

Portfolio	→ Examples of your work.
Hook	→ The opening that makes someone keep watching.
B-roll	→ Supporting footage, such as your pet using a toy.
Deliverables	→ The content you agree to provide.
Usage rights	→ How and where a brand may use your content.

THE GOOD NEWS

You do not need to become an influencer.

You can start from scratch, or build on the pet account you already have. Zero followers required, and you never have to post on your own profile if you don't want to!

No followers?

Brands can hire you to make videos for their own channels, even if you have no audience.

Camera shy? Do if faceless.

Your pet can be the star. Hands-only, POV, voiceover and text-led videos can work.

Never made or edited a video?

Start with simple clips on your phone. Filming and editing are learnable skills.

Never worked with a brand?

You do not need a marketing background. Learn how brand collaborations work as you go - everyone starts from somewhere!

No expensive equipment?

A phone and natural light are enough to begin practicing.

An ordinary pet?

Your pet does not need tricks, a perfect home or a viral personality. You don't need to have the next "grumpy cat" to make a living with pet UGC.

Influencer = paid mainly for audience access.
UGC creator = paid mainly for creating content.
You can do one, the other, or both.

CHANGE THE APPROACH

Already posting? Stop waiting for brands to discover you.

If you already post pet videos, tag brands and have an email address in your bio, you have a head start. But waiting for someone to notice you is only one way to get paid.

POST & HOPE

Post cute videos, grow an audience and hope a brand reaches out.

CREATE & APPROACH

Make samples that show what you can create, then look for brands that need that skill.

Three ways to pursue work

01 **Create videos for brands to publish**

02 **Apply for paid creator opportunities**

03 **Approach brands directly with examples of your work**

You do not have to abandon your pet account. You can grow it while pursuing paid UGC - in fact, I'd recommend it!

LOOK AROUND

Your everyday life is FULL of relatable video ideas.

Your pet does not need to be extraordinary. Ordinary pet ownership gives you plenty to work with - we all relate to everyday people.

Muddy paws after walks	→ Paw cleaners, towels, floor cleaners
Fur on the furniture	→ Hair removers, brushes, vacuums
A picky eater	→ Food, treats, toppers
A bored rabbit	→ Tunnels, toys, enrichment
A senior pet	→ Beds, ramps, comfort products
Traveling with a pet	→ Carriers, harnesses, travel bowls
Aquarium maintenance	→ Filters, cleaning accessories

Think beyond pet brands.

A carpet cleaner, furniture company or travel brand may also need content featuring pet owners. Heck, even Subaru makes pet products for their cars! (Of course the queer cat lady knows that lol)

YOUR WORKSHEET

Shop your own home.



Take ten minutes to identify products and experiences you could turn into video ideas. What about all the toys, beds, and accessories you buy your pets? Vitamins? Treats?

Three products I use almost every day

1. _____
2. _____
3. _____

Three pet-related problems I deal with

1. _____
2. _____
3. _____

Three things unique about my pet or lifestyle

1. _____
2. _____
3. _____

Three products I recommend to other pet owners

1. _____
2. _____
3. _____

Example

Hair remover + two shedding pets + small apartment = a video about keeping my furniture fur-free. (I literally just filmed one of these for my own portfolio)

VIDEO IDEA 01 / PROBLEM-SOLUTION

Solve an everyday pet problem.

The skill: noticing a problem other pet owners can relate to. People want to buy things that help them solve a problem - no matter how small it may seem.

IDEAS FROM YOUR OWN HOME

01 **Muddy paws → paw cleaner**

02 **Fur on a couch → hair remover**

03 **Litter tracking → litter mat**

Want to stay faceless?

Show the issue, your hands using the product, and the result.

Your assignment

Choose a product you already own that solves an annoying pet-related problem. Make a short sample showing why you are glad you own it.

One mistake to avoid

Do not focus so much on the product that viewers forget why it matters. Lead with the problem and the solution/relief it brings - not the actual physical features of the product itself.

Pet first, content second: never force a reaction or put your pet in an uncomfortable situation for a video.

VIDEO IDEA 02 / EVERYDAY LIFESTYLE

Make an ordinary routine interesting.

The skill: showing how a product fits into real life.

IDEAS FROM YOUR OWN HOME

01 **Morning feeding → automatic feeder**

02 **Evening play → enrichment toy**

03 **Daily walk → leash or harness**

Want to stay faceless?

Film from your perspective during a normal routine. Let your pet be the main character.

Your assignment

Choose a product you use regularly. Make a short sample showing how it naturally fits into your day.

One mistake to avoid

Do not force a product into a routine where it does not belong. Viewers can feel it!

Pet first, content second: never force a reaction or put your pet in an uncomfortable situation for a video.

VIDEO IDEA 03 / RECOMMENDATION

Share something you genuinely love.

The skill: communicating real experience without sounding like a salesperson. When you share something you genuinely love, your passion shines through.

IDEAS FROM YOUR OWN HOME

01 **A bed you would buy again**

02 **A toy your pet actually uses**

03 **A grooming tool you recommend**

Want to stay faceless?

Use footage of the product and your pet, with on-screen text or a voiceover if you want.

Your assignment

Choose a product you would recommend to a friend. Create a sample sharing what you like about it and why. What problem does it solve for you? What relief or ease does it provide?

One mistake to avoid

Avoid exaggerated claims or pretending you have used a product you have not tried.

Pet first, content second: never force a reaction or put your pet in an uncomfortable situation for a video.

SHOW YOUR WORK

Give brands somewhere to see your videos.

A portfolio is simply a collection of examples of what you can create. It does not have to be complicated.

1 **A simple Canva website**

A shareable page with your sample videos and contact information.

2 **Your existing social account**

Post your sample videos on your current account and share the public profile with brands.

3 **A new pet-only account**

Create a public account specifically for your examples. Zero followers is fine.

Before sharing your work

Make sure the links are public and your videos play without requesting access. Label unpaid samples as sample work, not sponsored collaborations. Make sure the profile is public!

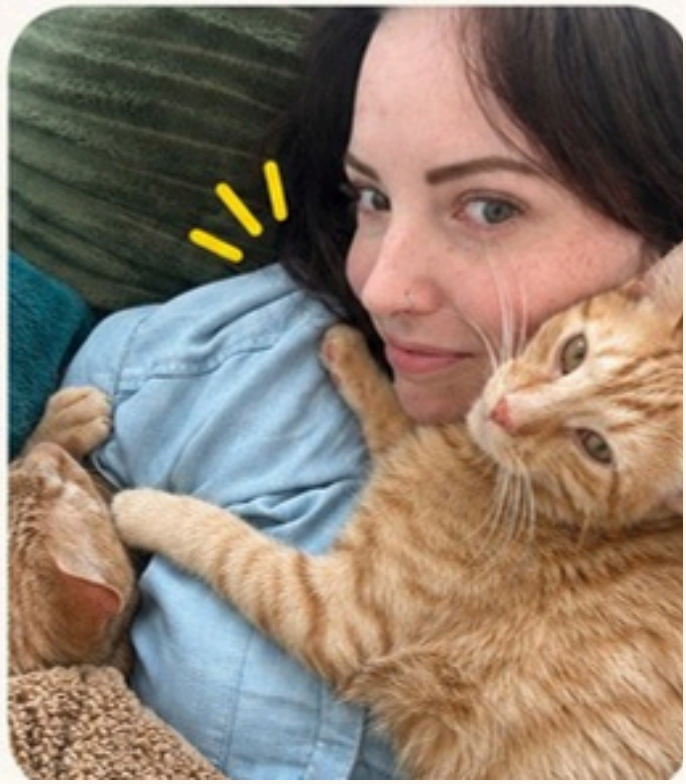
You can always add more examples later. Your first collection is a starting point, not a finished masterpiece.

MEET THE HUMAN

On a journey to make my cats pay rent.

Hi! I'm Carrie. These are Franklin and Beanie (Frank and Beans, Frank the Tank, Beanie the Meanie - depending on the day). Cats are, unironically, my entire personality. I've had them since birth and raised and bottle-fed more kittens than I can count.

By day I work full-time in corporate marketing, with ten years of marketing and content strategy experience. However, cats are my passion.



FRANK, BEANS & THEIR HUMAN

I've always dreamed of earning an income around cats. I posted on and off for years, and pitched pet brands for about a year without a single acceptance. A couple of months ago, I decided to stop putting that dream off.

Then I found Made From Zero through a couple creating UGC with their dog. I've bought plenty of online courses and even created and sold my own, so I was skeptical. But I already knew marketing; what I needed was a practical path into UGC.

On my second day in the community, I received a gig offer through an exclusive member opportunity. I declined because it wasn't pet-related, but after a year of unsuccessful pitches, that was a win.

Now I'm building my portfolio and aiming for my first paid pet gigs before 2027. My goal: make life better for my cats and get these little orange menaces contributing toward rent. I'd love some company along the way.

THE NEXT STEP

Ready to turn this into something bigger?

You now know what pet UGC is, why brands pay for it, and what kinds of videos you can start making. **What happens when you are ready to find paid work?**

Where do I find brands?	→ Brand research and outreach
Where can I apply for gigs?	→ Creator marketplaces
How do I make better videos?	→ Content creation and portfolio training
What should I charge?	→ Pricing and negotiation
What if I get a contract?	→ Contract education
How do I build a portfolio?	→ Five-video training and templates
Where are the actual jobs?	→ Member-only UGC opportunities

Made From Zero is the course I chose to learn the business side of UGC, and it covers every one of these. Turn the page for a look inside.

INSIDE THE PROGRAM

Meet Made From Zero.

A private Skool community for people starting from scratch: learn to create content, get paid with your phone and build income without needing followers.





Jenna Tuck
Creator of Made From Zero

Created by Jenna Tuck

Jenna built Made From Zero for beginners starting from nothing, and she runs it with a team of 30 admins and coaches, so there are real people answering questions every week.

27.1K+	45	30	Live
members learning together	classroom modules	admins and coaches	calls almost every weekday

Member numbers from the Made From Zero Skool community, November 2026.

Plus 30+ optional income-stream modules: Amazon reviews, Amazon KDP, affiliate marketing, TikTok Shop, Fiverr, virtual assistant, print on demand and more.

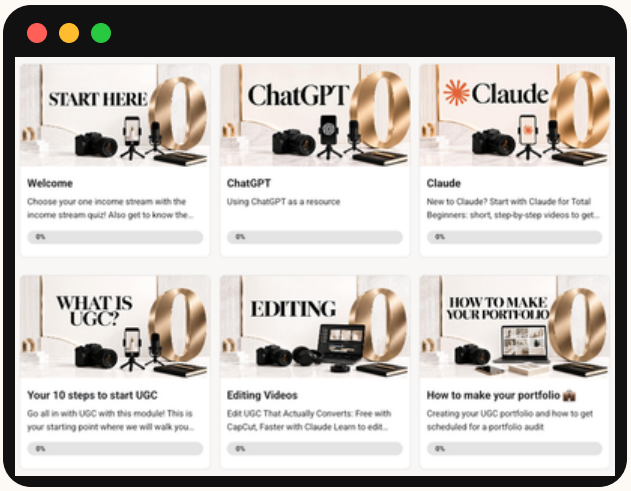
Join Made From Zero + get my 90-day support →

Affiliate link: I earn a commission if you join, at no extra cost to you.

YOUR UGC ROADMAP

Exactly what you'll learn.

Start in the Welcome module: take the income stream quiz, choose ONE stream and follow a step-by-step path. For pet UGC, these are your core modules.



01 **Your 10 steps to start UGC**
Your starting point: a guided path to becoming a creator in 7 days or 30, at your pace.

02 **Creating UGC videos**
The video types brands want, scroll-stopping hooks, filming with your phone (angles, lighting, framing), scripts and calls to action.

03 **Editing videos**
Edit UGC that converts for free in CapCut, with an optional faster workflow using Claude.

04 **How to make your portfolio**
Build your UGC portfolio, then book a portfolio audit to get feedback on it.

05 **The Vault**
Choose the right UGC platforms, set up your creator profile, film your first 3 samples, apply to campaigns and get picked with zero followers.

06 **Emailing and DMing brands**
Where to find brands, pitch email templates, what to say when a brand asks your rate, and how to follow up.

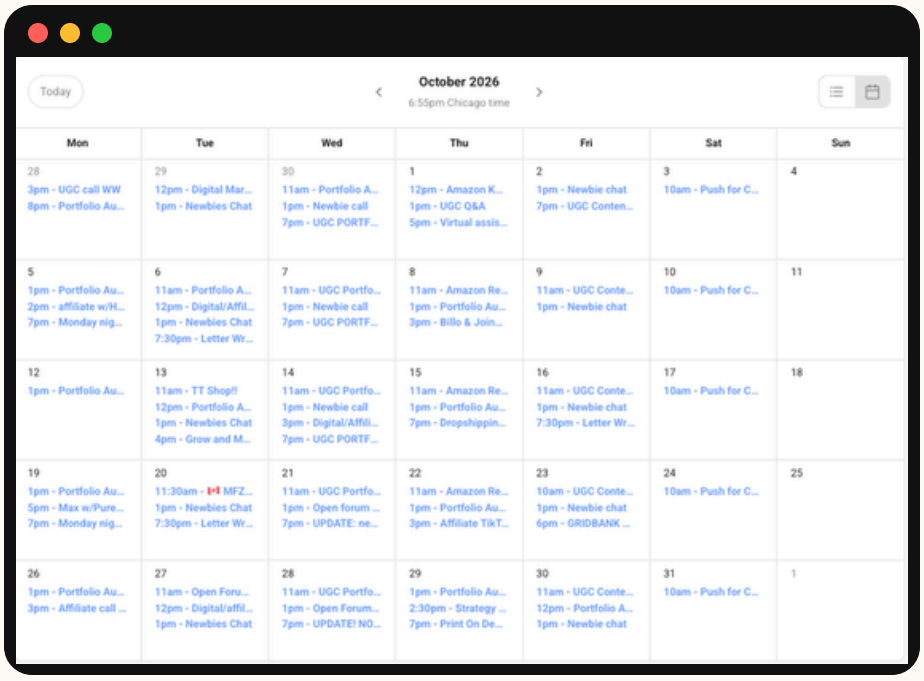
07 **PET UGC**
A dedicated module on pet UGC and how to make your pet content.

Start the roadmap inside Made From Zero →

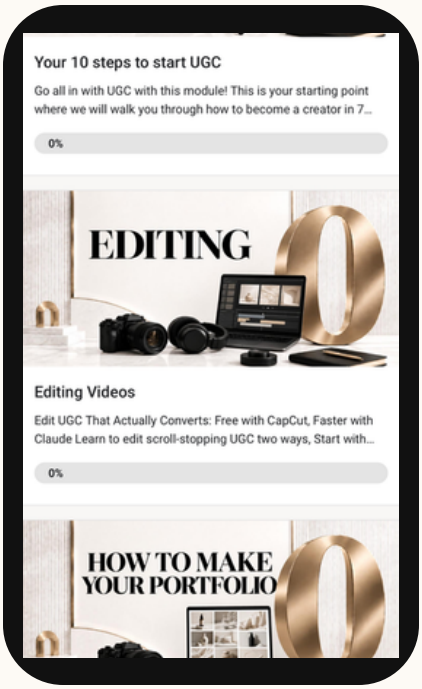
WHERE BEGINNERS GET HELP

You won't be figuring it out alone.

Beyond the videos, the community calendar has live calls almost every weekday, and you can learn right from the Skool app.



A real month of the Made From Zero calendar (October 2026).



Learn from your phone

- **Portfolio audits**
- **Newbie calls and chats**
- **UGC Q&A sessions**
- **UGC content + portfolio calls**
- **Open forums**
- **Amazon + TikTok Shop topic calls**

See everything inside Made From Zero →

Affiliate link: I earn a commission if you join, at no extra cost to you.

COMMUNITY WINS

Real beginner and pet UGC wins.

Paraphrased from Made From Zero community wins — first names only.

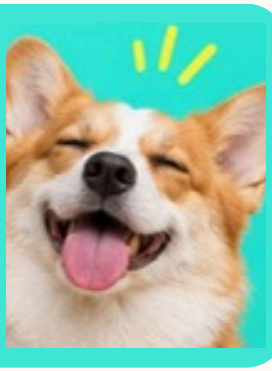
Charli

Brand new to pet UGC and made about $790 in her first two weeks.



Anitra

Landed her very first pet UGC deal for $450.



Phoebe

Signed a second dog-brand contract and was on track to earn about $2,300 more per month than her part-time job.



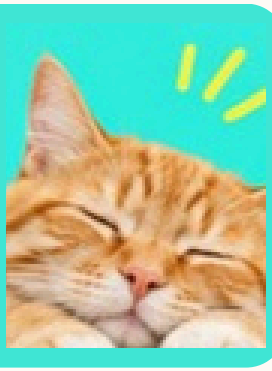
Rachel

A self-described not-tech-savvy mom who landed one deal paying $1,800/month plus bonuses, and another trial that could become a retainer.



Ginger

A Gen X full-time nurse who started from zero and celebrated a $100 video while building momentum with several brands.



Amanda

Didn't know what UGC was a few months earlier and ended up onboarding with two brands.



Results vary. These are individual experiences, not typical or guaranteed earnings - but they show beginners, older creators and pet lovers can get traction.

AN INVITATION

Let's make our pets pay rent together!!

I'm offering 90 days of personal support to the first 20 people who enroll in Made From Zero through my affiliate link, at no additional cost.



- **Six private Zoom sessions**
  Two 30-minute calls per month for your first three months.
- **Unlimited weekday email support**
  Ask questions Monday–Friday while you work through the course.
- **Personal portfolio reviews**
  Feedback drawing on my decade of marketing and content strategy experience.
- **Individual video feedback**
  Send me your sample videos for personal feedback without waiting for a group audit.

I want us to grow together, build something around the animals we love, and make some pet-loving friends along the way.

Explore Made From Zero + my mentorship →

Affiliate disclosure: I earn a commission if you enroll through my link. My mentorship is offered at no extra cost. Earnings and paid opportunities are not guaranteed.

Questions? carrie@catpropaganda.co