

A portrait of a woman with long, wavy brown hair, smiling. She is wearing a dark green, high-necked top and a thin gold chain necklace with a small pendant. The background is a light beige color with decorative elements: a vertical brown line on the left and several concentric, semi-circular brown lines on the right.

Luana
Lorenço

A Guide to New UGC
Content Creators

@lorencoluana_

Hello My name is Luana Lorenço

I'm 27 years old and I'm a mother of twins. I needed to find something that would allow me to enjoy and raise my daughters, as they were growing up with their nanny. Today, I am a UGC creator and work from home alongside my daughters. This job allowed me to enjoy our family and life as we always dreamed. I will teach you how to become a successful UGC creator so that you can gain time and financial freedom.



@lorencoluana_

Being a user-generated content creator

it involves receiving products from brands to create content around them, whether in the form of photos, videos or reviews. In return, you receive payment for your work and, in some cases, you need to “buy” the product and the brand reimburses you after completing the content you created. This collaboration allows brands to promote their products through authentic content created by consumers themselves. And best of all, most of the time you won't need to have many followers, much less engagement on social media, which is good for those just starting out in the world of social media.



Why do brands use me?

Brands utilize user-generated content (UGC) creators because it allows them to reach their target audience in an authentic and engaging way. Content created by consumers themselves is seen as more trustworthy and genuine, which can generate greater engagement and influence with other consumers. Additionally, by working with UGC creators, brands can expand their reach and visibility online through social media and other digital channels.



Benefits of being a UGC Creator

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1. **Brand Collaboration:** You have the opportunity to collaborate with recognized and emerging brands, the that can help you build your own reputation and online presence.
2. **Free products:** Often times, you receive free products from brands to create content around of them, which can be a great way to try new products and services.
3. **Remuneration:** In addition to receiving free products, you can also receive payment for your work as a content creator, which can become an additional source of income.
4. **Exposure and growth:** By creating content for brands, you can increase your exposure and reach across social networks and other platforms online, potentially reaching a wider audience and increasing your follower base.
5. **Networking and opportunities:** By work with different brands and employees, you have the opportunity to expand your network of contacts and access new opportunities collaboration and professional growth.



How do I know if I can be a UGC Creator?

If you like to share your opinions and experiences on a specific subject, have the ability to create interesting content and are willing to dedicate time and effort to it, be a creator

of user-generated content might be right for you.

Being a UGC Creator demands commitment, professionalism and dedication, it doesn't happen overnight, but your effort takes you to incredible places.

You can start as a part time and then adapt it to become your only source of income.

Imagine earning \$10K in a month, it's possible!

With commitment and professionalism, you will get there!

Where to start?



Find your niche

Find your niche and style. You must focus on one topic or industry specific in which you are interested and knowledgeable, such as beauty, fashion, games or fitness. You must also develop your own style and voice that make your content stands out and resonates with the public.



Build your portfolio

Build your portfolio and network. You must create some sample content that Show your skills and creativity and upload it to a platform where you can share it with customers at potential, such as YouTube, Instagram or TikTok. You must also interact with other UGC creators and brands on your niche and participate in communities and online platforms where you can find opportunities, like Collective Voice or Buffer

Por onde começar?



Present yourself.

Bid to brands and negotiate your rates. You should research the brands you want to work with and find out what type of content they are looking for and how much they are willing to pay. You should then present your ideas and portfolio to them and explain why you are the best person to create UGC for them. You should also negotiate your rates and terms, such as the number of revisions, deadline, and content ownership.



Create the content.

Create and deliver content. You must follow the brief and guidelines given by the brand and create the content as per their specifications. You must also ensure that the content is high-quality, original and engaging, and that it meets brand and audience expectations. You must then deliver the content to the brand and receive payment.

Come with me step by step..

1- You will download the JOINBRANDS app

2- Register with your personal information

3- take 4 photos in natural light and with good quality for a portfolio with any product you have at home in portrait mode

4- go to profile (where it is 0.00) and put a profile photo

5- click on GET CERTIFIED

6- if you have a social network with reel GREAT, log your social networks in the app (tik tok, Instagram, YouTube short and Amazon shoppable) it can also be just one or as many as you have

7- still on the same page further down in PHOTO you will click on topic and place each photo you took for the portfolio so there have to be 4 photos, 3 of them being selfies with you and the product and one of just the product carries the photos and wait for the app to verify or reject the photo

Ps: if this happens you need to take another photo with better quality because even for a portfolio they are demanding.

Come with me step by step..

8- do the same thing with the videos, each topic explains what you have to do with each video and photo, so if you didn't know how to read English, translate and do it correctly

Remembering that the videos have to be in English, if you don't speak the language let me know and I'll give you the app to translate what you say in the video.

9- took the photos, the app approved you for all of them, it approved your social network, now let's go to the jobs, you will click on marketplace which will probably load some work for you to apply

10- select the product you want to do the job scroll down until you see the APPLY FOR THIS JOB button click on it and it will appear I AGREE TO THE REIMBURSEMENT POLICY click and APPLY FOR THIS JOB ready you have applied for the job

11- click on BACK TÔ MARKETPACE and then you can apply for all the jobs that appear or all the products you want to apply

12- they take about a day to start sending you work for you to accept, if they accepted you click on JOBS and there you will see the jobs you can do

Come with me step by step..

13- click on TAKE THIS JOBS read the job description to see if you can do what they are going to ask and if yes click on TAKE THIS JOBS AGAIN you accept the product policy ready you have accepted the job

14- if you have to buy the product, don't worry, when you finish the work they will reimburse you the value of the product plus the value of the work, click on PURCHASE THE PRODUCT NOW and buy the product on Amazon with the purchase made you will have the order number and then just enter the order number and wait for the product to arrive at your home and take a photo with the product

15- after doing this you open the app and go to jobs there you will have the ACTIVE option where you will find all the products that accepted you to work with the photo and the product in hand click on CONFIRM RECEIPT and then on I'VE GOT THE PRODUCT click on YES and then UPLOAD IMAGE appears, so all you have to do is click and open your gallery and download your photo and wait for them to respond with approval and payment for the work.

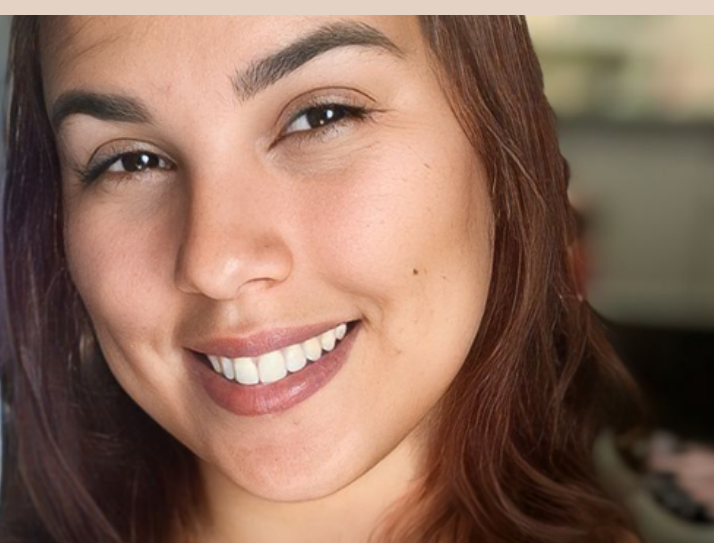
About payments

1- done all the step by step instructions above and the company made the payment, go to PROFILE which is 00.0 which is in the bar below the app

2- at the top there are three bars next to edit you click

3- now you will click on PAYOUT METHOD and enter your PayPal access

4- if you don't have it, just download the PayPal app and register with your personal details and information about the bank you want your money to drop and be happy!



Comments

It's very important to make sure you're producing high-quality content... Avoid putting filters on your photos; Give your best when producing, only then will you be able to grow your portfolio and more companies will call you! Do your best to get as many positive reviews as possible. Always talk to brands to find out what work they need.

Aplicativos para edição:

 CapCut

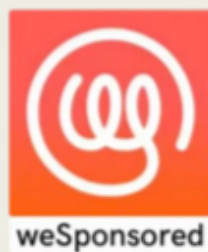
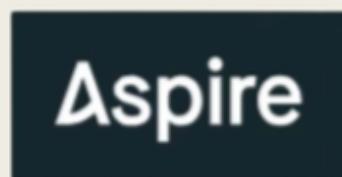


@lorencoluana_



*You are
ready!*

All the platforms I use to work as a
UGC creator



Luana Lorenço

- ✦ +1 754-215-3750
- ✦ @lorencoluana_
- ✦ Lululorenco@icloud.com

