

Pitch-email kit

3 templates; [brackets] are fill-ins

Cold pitch

Subject: UGC for [Brand]: [product] in [setting]

Hi [Name], I'm [your name], a UGC creator making [type of content, e.g. unboxing / how-to / testimonial-style] videos for [niche]. I'd love to make [number] videos showing [product] [in use / solving a specific problem]. Here's my portfolio: [link]. Could I send over a few concepts? Thanks, [name]

Follow-up (after [x] days)

Subject: Re: UGC for [Brand]

Hi [Name], just bringing this back to the top of your inbox. I had an idea for [product]: [one-line concept]. Happy to share a quick sample hook if useful. [name]

After a project

Subject: Thanks + next round for [Brand]

Hi [Name], thanks again for [project]. If you'd like more variations (new hooks, formats or lengths), I have availability from [date]. [name]

Rate-card template

Set your own prices. This template contains no suggested rates.

Deliverable		Your price ([currency])
Single video (up to [--] sec)		
What's included	Notes	
Extra hook variation		
What's included	Notes	
Raw footage		
What's included	Notes	
Usage rights for paid ads ([--] months)		
What's included	Notes	
Whitelisting / Spark Ads access ([--] months)		
What's included	Notes	
Rush delivery (under [--] days)		
What's included	Notes	
Bundle of [--] videos		
What's included	Notes	

Brief checklist

(before you say yes)

- ☐ **Deliverables:** how many videos, lengths, formats, aspect ratios?
- ☐ **Hooks and variations:** how many, and are they included?
- ☐ **Script:** written by you or the brand? How many revision rounds?
- ☐ **Product:** do you receive it, keep it, or return it? Who pays shipping?
- ☐ **Usage rights:** organic only, or paid ads? For how long, which platforms, which regions?
- ☐ **Whitelisting / Spark Ads:** will they run ads from your account? For how long?
- ☐ **Exclusivity:** are you barred from working with competitors? For how long?
- ☐ **Raw footage:** do they want it, and is it priced separately?
- ☐ **Payment:** amount, currency, deposit, due date, method, late-payment terms.
- ☐ **Timeline:** concept, draft and final deadlines.
- ☐ **Cancellation:** what happens if the project is cancelled midway?
- ☐ **Disclosure:** if the content is posted on your own accounts as an endorsement, the FTC says to disclose the brand relationship clearly in the post itself; "ad" or "sponsored" are options, and in videos the disclosure should be in the video, not only the description.
[FTC]

FTC, Disclosures 101 for Social Media Influencers

<https://www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers>