

# SHE *creates* WORKBOOK

## GETTING PAID BY BRANDS 101

This workbook was made to get you your first paid brand deal! Fill out the first pages before Thursday's masterclass, then bring it with you live. We'll work through the frameworks together, and the girls who complete it are the ones landing deals their first month. Consider this your head start!

WITH GIGI · SHE CREATES ACADEMY



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# Welcome to the UGC Space

Smart move grabbing the She Creates Workbook! This is a webinar-exclusive companion to Thursday's masterclass, so go ahead and start filling out the first few pages before we go live to get really clear on your goals and why you're showing up. We'll use it together throughout the training, and the girls who complete it while attending have a MUCH higher success rate. Stay engaged, take notes, and you'll kill it in this space! Xoxo, Gigi



# Chapter 1

## THE SHIFT

### REWRITING YOUR STORY

#### From Scroller to Paid Creator

Getting paid for content isn't about being famous, photogenic, or "lucky." It's about shifting your entire identity from consumer to creator. The consumer scrolls, watches everyone else win, and waits to feel ready. The creator understands that the videos she already makes on her phone are a skill brands pay real money for, and she treats that skill like a business from day one.

#### Your Story Is Fuel

Everyone shows up to this space with a story. Whatever yours is, it can either keep you scrolling or it can become the reason you pitch one more brand when you're tired. The girls who win are not the ones with the easiest lives. They're the ones who turn whatever they've been through into determination and fuel on the fire.

#### Goal Setting: The Catalyst for Change

Clear goals are what separate the girls who "tried UGC once" from the girls collecting monthly brand deals. Goals give you focus, a filter for decisions, and a reason to keep pitching when the first replies are slow. When you define your goals clearly, you stop letting the algorithm decide your progress and start designing it yourself.







# UGC MASTERCLASS TRAINING

The following chapters are to be filled out during the masterclass to guide your note taking and keep you engaged!

LIVE ONLY · THURSDAY 4PM PT



# *Chapter 2*

## THE CREATOR ECONOMY

UNDERSTANDING WHAT BRANDS ARE ACTUALLY PAYING FOR

# Roadmap of the Workbook

Five questions we'll answer together. Jot your best guess now, correct it live.

**01**

**HOW MUCH ARE BRANDS SPENDING ON UGC CAMPAIGNS EVERY MONTH?**

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**02**

**DO YOU NEED A BIG FOLLOWING TO GET PAID BY BRANDS?**

**CIRCLE THE ANSWER**

**YES**

**NO**

**03**

**WHY ARE BRANDS CHOOSING EVERYDAY CREATORS OVER BIG INFLUENCERS?**

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**04**

**WHERE DO BRANDS ACTUALLY USE THE VIDEOS YOU MAKE?**

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**05**

**WHAT'S THE ONLY EQUIPMENT YOU ACTUALLY NEED?**

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## UGC 101

What does UGC stand for, and what is it really? (Hint: think "ads for brands")

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You do NOT need followers, expensive equipment, or an aesthetic house.

What are the only 3 things you actually need?

1

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3

## *Where your videos end up*

TikTok, Instagram, paid ads, emails, websites... list every place a brand can use the ONE video you make:

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# Tech vs. Traditional

There are 2 types of UGC, and you get to choose which one you build. Fill in the boxes as Gigi breaks them down live.

	TECH UGC	TRADITIONAL UGC
FOLLOWERS NEEDED		
WHAT YOU MAKE + WHERE IT'S POSTED		
LO-FI OR HI-FI?		
HOW MANY VIDEOS		
A GOOD STARTING RATE		
HOW YOU MAKE MORE MONEY		

## LO-FI VS. HI-FI

Lo-fi videos are: \_\_\_\_\_

Hi-fi videos are: \_\_\_\_\_

"Paid usage rights" means: \_\_\_\_\_

STEP 1

# Find Your Niche

Your niche = content you can talk about on camera without a script. Pick AT LEAST 2. Then search TikTok for "[your niche] UGC example" and study what's already working.



## STUDY THE VIDEOS YOU SAVE

Save the ones you naturally like, then break down the pacing, the caption, the tone, and the hook. And always ask: "Can I realistically film this?" If yes, save it. You'll recreate these next.

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## PRODUCTS YOU ALREADY OWN AND LOVE

Look around your room. You don't need to wait for a brand to send you anything. List what you could film with tonight:

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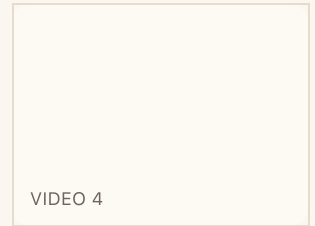
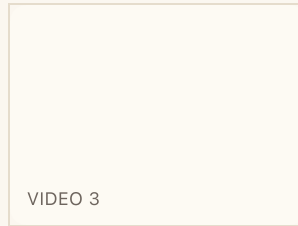
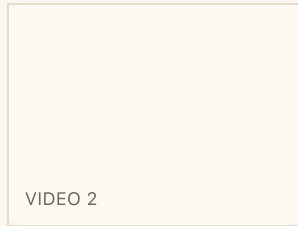
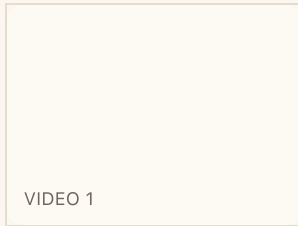
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STEP 2

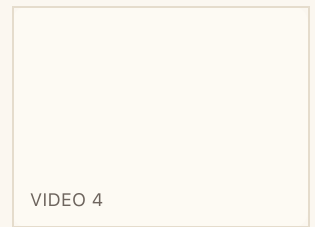
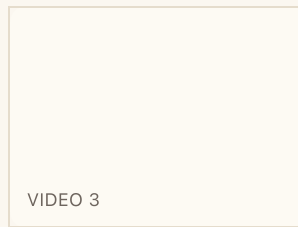
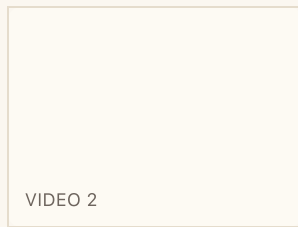
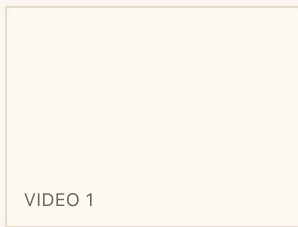
# Build Your Portfolio

Your portfolio is PROOF to a brand that you can make videos that sell. Every brand that books you will look at it first, so this step matters more than anything else. Built in Canva, 4 videos per niche.

**NICHE 1:** \_\_\_\_\_



**NICHE 2:** \_\_\_\_\_



**WHAT BRANDS LOOK FOR IN YOUR PORTFOLIO**

Content quality, trends, selling ability... take notes as Gigi shows real examples:

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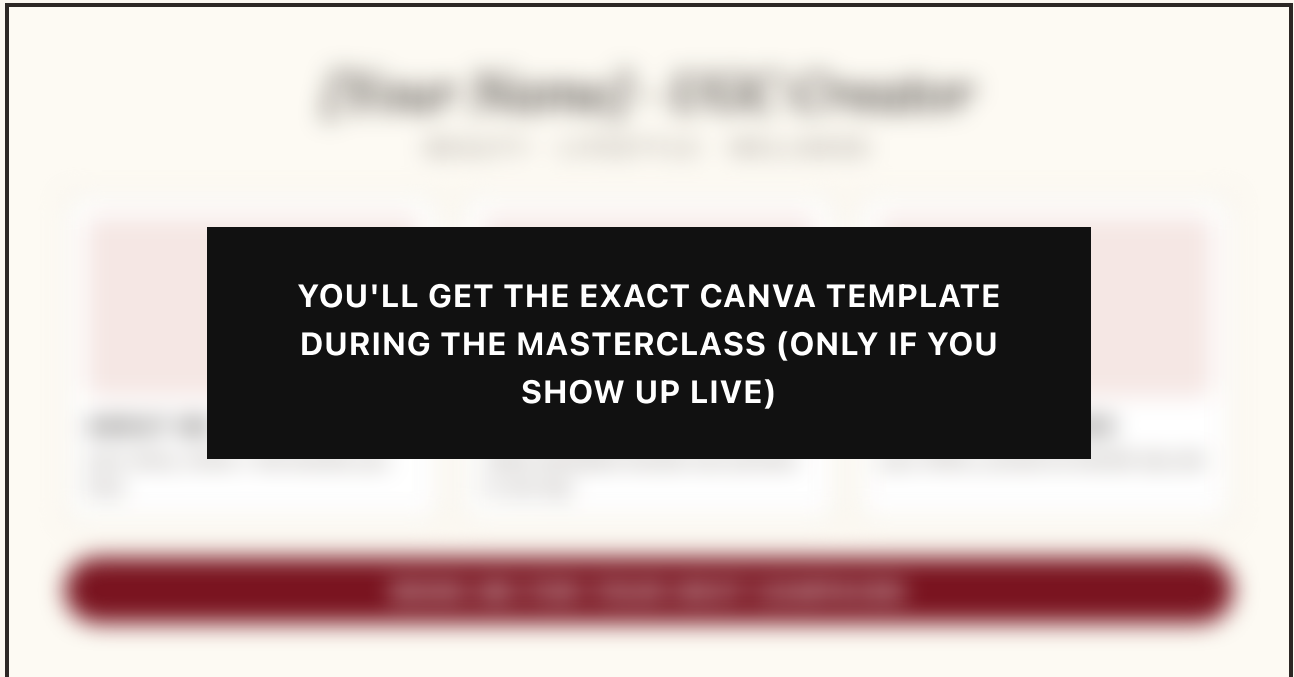
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# The Template

YOUR UGC  
PORTFOLIO

You don't have to design your portfolio from scratch... Gigi built the exact plug-and-play Canva template she recommends, so yours can be done tonight. It's what turns "who are you?" into "how much do you charge?".

## The Canva Template:



# *The First 5 Steps Framework*

This is the exact order that takes girls from zero to their first paid brand deal. Most do these steps backwards, and that's why they stall.

[Take detailed notes here!](#)

A woman with long dark hair, wearing a black top, is sitting on a dark blue couch. She is smiling and holding a white smartphone in her right hand, looking at the screen. The background is a simple, light-colored wall. Overlaid on the image is the text "YOU DON'T NEED A FOLLOWING. YOU NEED A SYSTEM." in white, bold, uppercase letters.

**YOU DON'T NEED A FOLLOWING. YOU  
NEED A SYSTEM.**

# The 5 Steps

## WHY DOES THE ORDER MATTER?

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## WHAT ARE THE FIRST 5 STEPS TO START MAKING MONEY WITH UGC?

1

2

3

4

5

# Detailed Framework

Take notes on each step of the framework

**01** STEP 1:

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**02** STEP 2:

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**03** STEP 3:

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**04** STEP 4:

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**05** STEP 5:

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# Scale With Systems

Systems are how you go from one deal to \$10k months without burning out.  
Gigi's rule: if you catch yourself doing something more than 3 times, automate it.

## WHY DO SYSTEMS MATTER? (WHAT HAPPENS WITHOUT THEM?)

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## THE 3 TRACKERS EVERY CREATOR NEEDS

1

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3

A "VA" IS...

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AN "SOP" IS...

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**With systems: 70 videos batch-filmed in 3.5 hours. That's a week of content for 5 clients, in one afternoon.**

## HOW TO GET TO \$2K-\$10K/MONTH AS A UGC CREATOR

What's a good MONTHLY rate for one tech UGC brand (posting 2 videos a day)?

- a. \$200
- b. \$500
- c. \$1,000
- d. \$5,000

What's a good STARTING rate for one traditional UGC video?

- a. \$20
- b. \$100-\$300
- c. \$1,000
- d. \$2,500

A brand wants to run your video as a paid ad for 30 days. How much MORE can you charge?

- a. Nothing, it's included
- b. +10% of your rate
- c. +50% of your rate
- d. You have to make a new video

### *Let's do the math*

\_\_\_\_\_ TECH CLIENTS × \$1,000 / MONTH = \$ \_\_\_\_\_

\_\_\_\_\_ TRADITIONAL VIDEOS × \$ \_\_\_\_\_ + USAGE RIGHTS = \$ \_\_\_\_\_

MY MONTH: \$ \_\_\_\_\_



**CONGRATULATIONS!**  
**YOU'RE ONE STEP CLOSER TO**  
**YOUR FIRST PAID BRAND DEAL!**

*See you Thursday, come say hi in the Discord!*

Xoxo,

**SHE**  
*Creates*  
**ACADEMY**