

THE UGC CREATOR KIT

How a creator gets paid to make short videos for brands: the pitch video, the samples, a real pay table, the add-on fees and the FTC disclosure line

UGC means user-generated content: short, real-person style videos a brand uses in its own ads and pages. Marketplaces such as Billo and Insense connect creators with brands. This kit follows the five parts from the video, using each platform's own help pages (checked October 9, 2026). Educational only. Not affiliated with Billo, Insense or the FTC. No income is promised: every dollar figure in this kit is copied from Billo's own page, is not my income, and is not typical.

THE 5 PARTS

- Part 1. Film a pitch video, 30 seconds max. Billo: "Do not exceed the 30s duration." Recorded in English, at least 1080p, and "Do not add any text, filters, transitions, social handles, or music to the video." (Template on page 2.)
- Part 2. Add up to three sample videos, then apply. Billo: "Enhance your profile by adding up to 3 video examples!" and "the more applications you submit, the higher your chances of getting approved."
- Part 3. Check the pay before you apply. Billo: "Each task has a set payout, which is visible before applying to the task." Billo's own pay table is on page 3.
- Part 4. Price the extras. Billo lists Organic posting (you post the video on your own TikTok or Instagram for 30 days) and Partnership Ads (the brand runs the ad from your social handle for 30 days) as optional paid add-ons: "You can list these services, set your price". (Page 3.)
- Part 5. If you post it, say you were paid, and say it early. FTC: "Viewers are more likely to miss a disclosure at the end of the video" and "Having it at the beginning of the review would be better." (Page 4.)

WHO CAN START, ON BILLO

Billo for-creators page

"To become a Billo creator, you must live in the United States, Canada or United Kingdom and be at least 18 years old. No professional experience or social media presence is required." "Products will be shipped to your address at no cost." "The Billo Creator app is free to download and you don't need a monthly membership to browse offers and apply."

THE CATCH

Billo Getting Started Guide (April 9, 2026) and Insense for-creators page

Billo: "On average, it takes around 30 applications to get approved for your first task" and "No, you can't negotiate your rate. Each task has a set payout, which is visible before applying to the task." Insense: "You can negotiate your pricing with the brands you want to work with," but it requires "a minimum of 1,000 followers on Instagram and at least 500 median views on TikTok, with a minimum of 1% engagement". Platforms differ: read the live page before you apply.

THE PITCH VIDEO TEMPLATE (BILLO'S THREE SCENES)

Billo's guide says the pitch video is "the heart of your Billo profile" and that brands check it to see if you are a good fit. Fill the brackets, keep every word true, and keep the whole video at 30 seconds or less.

Scene 1: Intro (half-body shot; suggested 5 seconds)

Hi, I'm [FIRST NAME]. I make short videos about [CATEGORY YOU REALLY LIKE: beauty, food, fitness, home, pets]. [ONE TRUE SENTENCE ABOUT WHY YOU LIKE FILMING THEM].

Scene 2: Body (montage plus voiceover; suggested 15 seconds)

A short montage of your own clips. Billo's examples: "branded content, hobbies, pets, or favorite filming locations". Add a voiceover. Example voiceover: "I show how things really get used, so a viewer can picture them at home. [YOUR LINE]."

Scene 3: Outro (half-body shot; suggested 5 seconds)

Billo's guide: end the video with "Hire me for your next video on Billo". On another marketplace, change the last words to match.

BILLO'S PITCH RULES: TICK THEM BEFORE YOU UPLOAD

- [] 30 seconds or less ("Do not exceed the 30s duration.") [] Recorded in English
- [] At least 1080p (1080x1920 px), the whole 9x16 screen filled, no black or blurred bars
- [] Well-lit, neutral background; clear audio; camera stable and at eye level; rear camera
- [] No text, filters, transitions, social handles or music [] HDR turned off (Billo: it can alter colors)

THREE SAMPLE VIDEO IDEAS (USE THINGS YOU REALLY OWN)

- Sample 1 (suggested 15 seconds): a first look at a product you own. Show it, use it, one honest sentence.
- Sample 2 (suggested 30 seconds): "Three things I like and one thing I would change." Real opinions only.
- Sample 3 (suggested 30 seconds): a simple how-to with the product in your hand, one step per sentence.

AFTER YOU UPLOAD

- Billo: "Your video pitch will be reviewed within 7 business days." Once approved, "Start applying for tasks through the Billo Creator app by heading to the "Offers" tab."
- Billo (Rules & Responsibilities): "Thoroughly read the Offers before applying and only apply to those with briefs you can fulfill."
- Billo deadlines: "Submit your video within 5 days of receiving the product." "The brand has 3 business days to review your video." If a brand asks for edits: "re-upload the video in 48hours." Insense: brands "usually choose creators within 5-10 business days after creating a campaign."

BILLO'S OWN PAY TABLE (EXAMPLE ONLY, NOT MY INCOME, NOT TYPICAL)

Video length	Premium Creator	Regular Creator
15-sec video	\$70	\$30
30-sec video	\$80	\$40
60-sec video	\$90	\$55

Source: Billo Help Center, "For Creators: Becoming a Premium Creator" (page dated Oct 23, 2025; table as shown on the live page, captured Oct 9, 2026). Billo says Premium is offered once you "Get 14 videos approved by brands," "Have at least 5 videos rated," "Achieve an average rating of 4.8 or higher" and "Maintain an on-time delivery score of 90% or more." Pay changes; read the live page.

THREE SEPARATE FEES ON BILLO

- Video: the base pay the task shows before you apply. "No, you can't negotiate your rate. Each task has a set payout, which is visible before applying to the task."
- Organic posting: a fee you set. You post the video on your own TikTok or Instagram and share the link; it stays up for 30 days.
- Partnership ads: a fee you set. The brand runs the ad from your social handle for 30 days. Billo's article: "Video + Organic Posting + Partnership Ads are three separate payments." No price in this kit is a recommendation.

YOUR RATE SHEET (ONE LINE PER JOB)

Brand / platform	Base pay	Posting fee	Ads fee	My hours	Per hour

Per hour = (base pay + any fees) / hours spent (filming, retakes, uploading, edits).

TWO MARKETPLACES, TWO RULE SETS (FROM THEIR OWN PAGES)

	Billo	Insense
Who sets the pay	The task: "Each task has a set payout, which is visible before applying to the task."	"You can negotiate your pricing with the brands you want to work with."
Audience needed	"No professional experience or social media presence is required."	"a minimum of 1,000 followers on Instagram and at least 500 median views on TikTok, with a minimum of 1% engagement"
How many applications	"around 30 applications to get approved for your first task" (on average)	"aiming for at least 20 applications to get chosen in one"

WHAT THE FTC SAYS (EDUCATIONAL ONLY, NOT LEGAL ADVICE)

FTC, Endorsement Guides: What People Are Asking (captured Oct 9, 2026)

"Viewers are more likely to miss a disclosure at the end of the video, especially since some may not watch the whole thing. Having it at the beginning of the review would be better. Having multiple disclosures during the video would be even better." On what to say: "you could simply say you were "paid."" On free product: "It doesn't matter whether the company gives you a code, ships it directly to you, gives you money to buy it yourself, or reimburses you after you buy it." On responsibility: "the ultimate responsibility for clearly and conspicuously disclosing a material connection rests with the influencer and the brand – not the platform."

COPY-PASTE DISCLOSURE LINES (EXAMPLES; SAY IT FIRST)

- Spoken in the first seconds: "This video is paid for by [BRAND]." On screen: "Paid partnership with [BRAND]".
- Free product: "[BRAND] sent me this for free." In the caption too, in the same language as the video.

TWO MORE THINGS TO KNOW

- Upload-only jobs: Billo: "A standard job only requires you to upload your video in the Billo app" and its rules say "Don't post your videos on your social media accounts." Post only when the brand ordered Organic posting, then use the disclosure above.
- AI people: the FTC's 2024 rule on fake reviews covers "reviews and testimonials that misrepresent that they are by someone who does not exist, such as AI-generated fake reviews." Never present an AI person as a real customer, and read each brief's rules.

YOUR APPLICATION LOG (BILLO SAYS AROUND 30, ON AVERAGE)

#	Brand / offer	Date	Result
1			
2			

WHERE THIS COMES FROM (ALL CHECKED OCTOBER 9, 2026)

- Billo Help Center: For Creators, Getting Started Guide
- Billo Help Center: Becoming a Premium Creator (pay table)
- Billo Help Center: Organic Posting and Partnership Ads
- Billo Help Center: For Creators, Rules & Responsibilities
- Billo: for creators page
- Insense: for creators page
- FTC: Endorsement Guides, What People Are Asking
- FTC press release, Aug 14, 2024: final rule banning fake reviews and testimonials

Educational only. Not affiliated with Billo, Insense or the FTC. Rules, pay and requirements change; read the live page before you rely on a number. No income or results are promised.

Want paying clients outside the marketplaces too?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email brands directly: EmailClik.com finds + verifies addresses (free version)