

@afterhourshustle

Free guide

The after-hours UGC starter guide

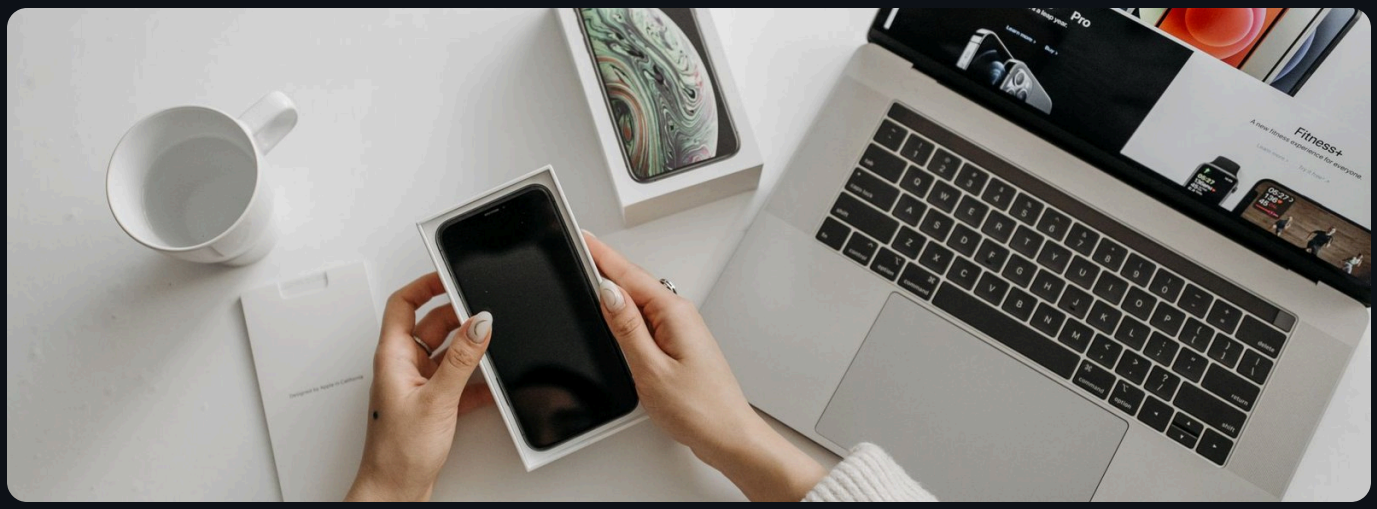
Make three faceless samples, build your portfolio, and pitch brands after work.

How to use this guide

1. Start with products you own and one free evening.
2. Copy the scripts and fill-in templates into your notes.
3. Book the work blocks on the final page.

Start with a clear niche

In paid UGC, brands pay you to make videos or photos they post or run as ads. You sell the content itself, so you do not need an existing following.



01 **Pick a niche you know**

Choose one category you already use: desk gear, coffee equipment or gym accessories. List three products you own and one everyday problem each helps you handle.

02 **Start with hands-only demos**

Film your hands using a product. Show the setup, the action and the visible result. Keep your face outside the frame and check mirrors or shiny surfaces.

03 **Add voiceover or screen recordings**

Record a short explanation after filming. For apps you know, record a useful task on screen with dummy data. Hide names, messages, passwords and notifications.

04 **Use honest unboxings**

Show the contents, useful details and setup. If you already opened the product, call it a walkthrough. Describe what you can demonstrate instead of inventing a reaction.

05 **Write your offer**

Fill this in: 'You get faceless [format] videos showing how [product category] helps with [specific task].' Start with one clear service you can actually deliver.

> Example: You get hands-only desk gear demos showing how to organize a small workspace.

Build a simple phone setup

Your first samples need a steady picture, readable details and clear sound. Test what you already have before buying more gear.



01 **Use your current phone**

Clean the lens. Film vertically for your social samples and keep the product near the middle. Tap to focus, then record a ten-second test.

02 **Find steady light**

Put your product beside a window. After dark, use a desk lamp bounced off a white wall. Avoid mixing several light colors; move the light if packaging reflects it.

03 **Clear one background**

Use a clean desk, plain wall or sheet of card. Remove mail, work documents and unrelated clutter. Leave only the product and anything needed to demonstrate it.

04 **Keep the phone still**

Use a phone tripod if you have one. Otherwise, secure your phone against a stable support. Mark the product position with tape so repeat takes match.

05 **Record clear sound**

Try a compatible wired headset mic or clip mic. Record voiceover in a quiet room with soft furnishings. Listen with headphones for hum, echo and clothing rubbing the microphone.

06 **Test a free editing app**

Try YouTube Create, if available on your phone; it is free. Practise trimming, adding text and recording voiceover. Export a short test before editing all three samples.

> Test: watch ten seconds with headphones, then watch it muted. Can you hear the words and understand the action?

Make three useful sample videos

Make three self-initiated samples with products you already own. Aim for roughly 20–30 seconds each as a practice target, then cut anything that does not help the demonstration.

01 **Use this four-part structure**
Hook in the first two seconds. Show the problem, demonstrate the product addressing it, then end with the finished setup or one clear next action.

02 **Sample one: solve a desk problem**
If you own a cable clip, open with 'Cable keeps falling behind your desk?' Show the loose cable, fit the clip, then unplug and reconnect. Finish on the cable staying within reach.

03 **Sample two: show the setup**
Use a phone stand you own. Open with 'Need your recipe where you can see it?' Show the awkward phone position, unfold the stand and place the phone. Finish with the recipe visible.

04 **Sample three: explain one feature**
Use a keyboard brush you own. Open with 'Crumbs between the keys?' Show the debris, demonstrate the brush and show the visible result. Add a short voiceover explaining your actual steps.

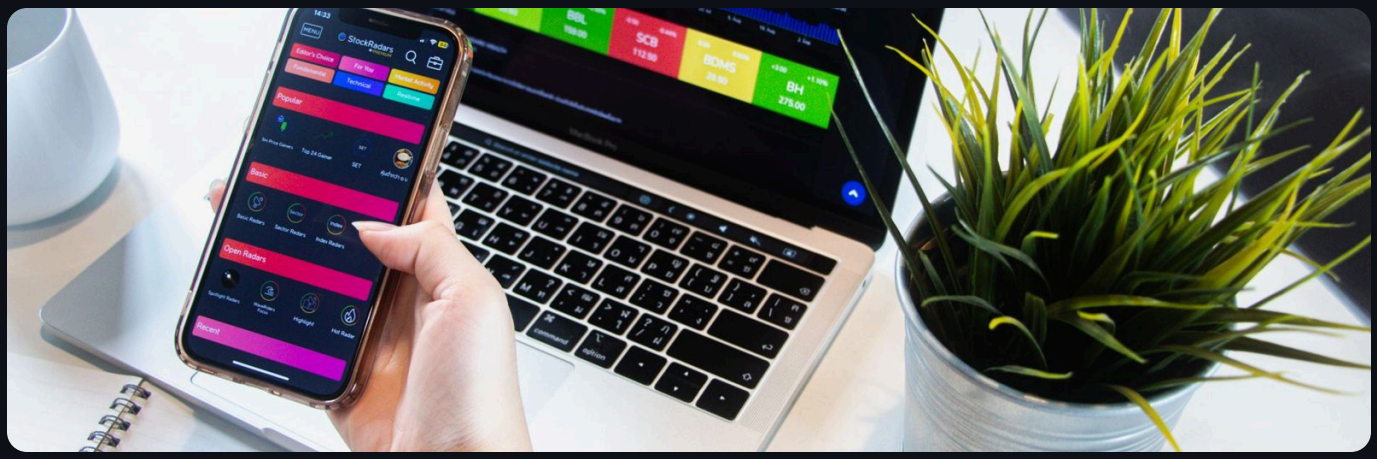
05 **Capture and edit in batches**
Substitute products you own if needed. Film each problem, close-up and finished result before moving the phone. Trim pauses, add readable captions and use your own voice or properly licensed sound.

06 **Label samples honestly**
Mark each one 'Self-initiated sample — not commissioned by the brand.' Keep the statement visible in your portfolio. Show only results you filmed; do not imply the brand hired or approved you.

> Script: '[Problem] getting in your way? Here is [product] doing [specific action]. Watch [visible detail]. Here is the finished setup.'

Build proof brands can review

Give someone one link that shows your work and how to contact you. Keep the first version small enough to finish in one sitting.



01 **Create a dedicated faceless page**

Choose Instagram or TikTok to start. Use a product photo or simple wordmark. Put your niche, format and contact email in the bio: 'Faceless desk gear demos | Portfolio below | [email].'

02 **Build a one-page portfolio**

Use a simple page builder or a public view-only document. Add your offer, three playable samples, a sentence about each concept, your contact email and your social profile link.

03 **Show your role clearly**

Label every practice video as self-initiated. Under each, list what you did: concept, filming, voiceover and editing. Present products as sample subjects without implying a client relationship.

04 **Make supporting photo posts**

Take three still photos during filming. Arrange them as problem, action and result for an Instagram carousel or TikTok slideshow. If you use Pinterest, make a pin linking to your portfolio.

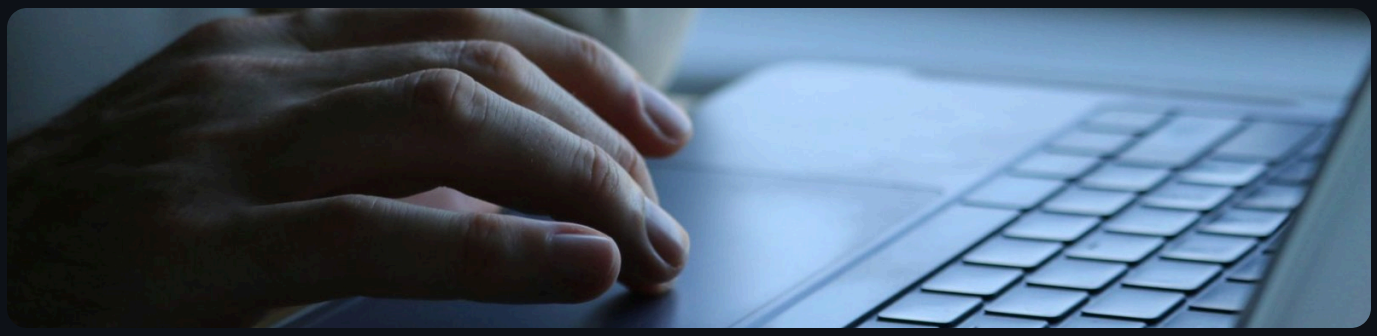
05 **Publish and check the links**

Upload the samples to your chosen page and publish one supporting photo post. Open your portfolio in a private browser window. Check that videos play without access requests and your email is easy to find.

> Portfolio order: your offer → three labeled samples → what you can make → your email.

Send a specific pitch

Build a ten-brand shortlist, then use this fill-in page to pitch three good fits. Offer a concrete video idea someone can picture.



01 **Start with products you use**

List five brands from your own shelf. Add five small direct-to-consumer brands: businesses selling through their own online shops. Record a relevant product and a public business contact for each.

02 **Check their existing ads**

Search a brand in Meta Ad Library to see its active ads. Look for casual demos or creator-style footage. Record the product and format; running ads does not prove the brand is hiring.

03 **Fill in your video angle**

Brand: [name]. Product: [item]. Customer task: [specific task]. Opening shot: [problem]. Demonstration: [real feature in use]. Ending: [visible result]. Choose an idea you can film with your setup.

04 **Copy this DM or email**

Hi [name], I make faceless [niche] demos. For [product], I'd show [specific problem] and [real feature in use]. Samples: [link]. Who handles creator briefs for your team?

05 **Follow up once**

After five working days, try: 'Hi [name], following up on the [product] demo idea. Is this relevant to your upcoming content? Samples: [link].' If there is no reply, move on.

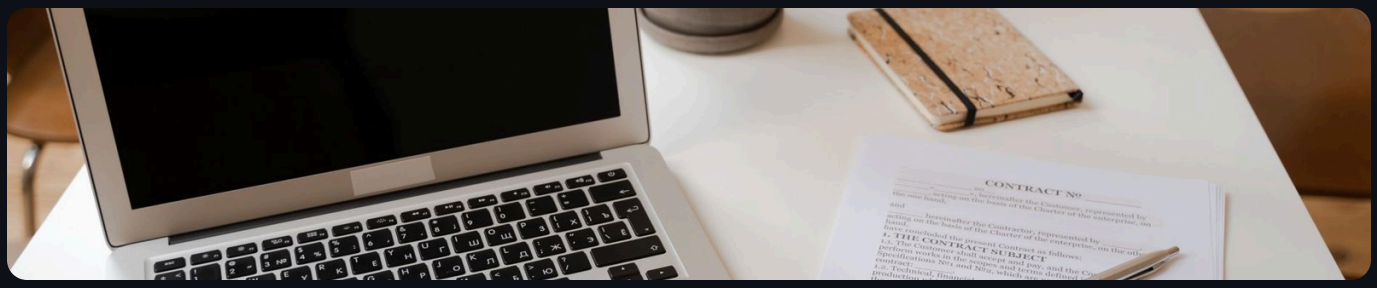
06 **Track every pitch**

Use these columns: brand | contact | product | idea | date sent | follow-up date | reply | next action. Personalize three messages; log them before sending more.

> Email subject: Faceless [product] demo idea for [brand]

Get clear terms before filming

Use these yes/no checks when a brand wants to discuss a project. Turn every missing answer into a written agreement before starting the work.



01 **Is the scope written down?**
Have you agreed the video count, length, orientation, deadline and file format in writing, plus whether you will post anything yourself?

02 **Are revisions defined?**
Have you set the included revision rounds, what counts as a reshoot, the feedback deadline and any fee for extra work?

03 **Are usage rights agreed?**
Have you separated organic use from paid ads, named the platforms, set usage end dates and renewal terms, and decided whether the brand can run ads through your account?

04 **Are payment terms agreed?**
Have you agreed the fee, any deposit, invoice due date, payment method and when you will release final files?

05 **Is raw footage addressed?**
Have you stated whether raw footage is included, any extra fee and its permitted uses? Have you agreed whether you can show the finished work in your portfolio?

06 **Are posting disclosures planned?**
Have you planned clear disclosure for paid partnerships and gifted-product endorsements, including within videos? Have you checked applicable rules and the FTC disclosure guidance, plus permission for any music?

> Usage template: '[Brand] may use [files] on [channels] for [organic posts/paid ads] from [start] to [end]. Renewal requires written agreement.'

Make your first week manageable

Your target is three honest samples, a working portfolio and three thoughtful pitches. Book about five and a half hours around your job, then adjust after your first week.



01 **Monday: 30 minutes**

Pick your niche and three owned products. Write one problem, opening line and visible demonstration for each. Put your shot lists in your phone notes.

02 **Tuesday: 30 minutes**

Set up your phone, background and light. Record a sound test and one practice shot. Test your editing app with that clip so Saturday starts with a working setup.

03 **Wednesday: 30 minutes**

Build your ten-brand shortlist. Look at their products and existing content. Choose three fits and find the public business contact or official account for each.

04 **Thursday and Friday: 30 minutes each**

Draft your three tailored pitches on Thursday. On Friday, build your portfolio skeleton with your offer, email and spaces for three samples. Set up your dedicated social page.

05 **Saturday: two hours**

Use daylight to film your three samples. Capture the supporting photos in the same session. Edit the videos, add captions and sample labels, then check picture and sound.

06 **Sunday: one hour**

Publish the samples, test every portfolio link and send your three tailored pitches. Record replies and next steps. If editing needs longer, move outreach into week two.

> Next week: improve one sample, contact three new brands, and follow up once on unanswered pitches after five working days.

Make photo publishing easier

A site like getfondoo.com can handle the photo repurposing and publishing parts of Step 4. Use it if those tasks are taking time away from making your samples.



01 **Start with your existing material**

You can provide a blog post link, a product page link or your own photos. For your UGC portfolio, use the product photos you took while filming.

02 **Turn photos into supporting posts**

You can turn that material into ready-to-post Pinterest pins, Instagram carousels and TikTok slideshows. Review the wording, product details and sample labels before publishing.

03 **Schedule your supporting posts**

It can auto-post to Pinterest, Instagram and TikTok on its paid plan. Choose the channels you actually use and review what will be published.

> You can try making posts free, with no card. Automatic posting is part of the paid plan.

Try it free at getfondoo.com →

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