

UGC creator

Film UGC (user-generated content) style ads: casual, real-customer videos for brands. No followers needed, but it is freelance.

TYPICAL INCOME

\$2,000

a year, varies widely

INCOME RANGE

\$0 to \$60k

most to the successful few

TIME TO QUALIFY

1 to 3 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home, your kitchen or bathroom, outdoors, anywhere a product can be filmed

How you get there

- 1 Learn the ad formats** Weeks
Hook, problem, product, result, call to action. Watch the ads in your own feed and study them.
- 2 Make a portfolio** 1 to 2 months
Film 5 to 10 sample ads with products you already own. Brands judge you on these, not on followers.
- 3 Join marketplaces** Weeks
Apply to Billo, Insense, Collabstr and similar. Approval is not guaranteed.
- 4 Land paid jobs and reviews** 3 to 12 months
Early jobs pay less. Good ratings and fast delivery bring repeat work.
- 5 Find retainer clients** 1 to 3 years
Brands that order monthly, often found by direct pitching. This is what pays rent.

Pros and cons

- + No followers or public profile needed
- + Paid per video, so money starts earlier than influencing
- + Cheap to start with a phone
- Crowded, and rates have fallen
- Irregular work and no benefits
- Brands can reject or ask for reshoots

Good to know

Two thirds of creators now offer it

Collabstr's 2025 report found 66% of creators on its marketplace offered UGC (user-generated content), up from 26% a year earlier, and the average rate fell about 44% to near \$198.

Most brand deals are small

In Collabstr's 2026 report, 80% of all collaborations cost under \$300 and only 2% topped \$1,000. UGC (user-generated content) jobs made up about 35% of them.

Optional boosts

Editing your own videos. Writing hooks. Reading performance data. A clear niche.

Where these numbers come from

Billo Help: for creators, how and when you get paid

Billo: UGC rates in 2025, what brands actually pay

Collabstr: Annual Influencer Marketing Report 2026

Net Influencer: Collabstr 2025 report, collab costs fall as UGC grows

Numbers checked October 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise.

Sources, links and the click-through version: <https://career.help/us/careers/ugc-creator>



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