JobHacki
OPPORTUNITY GUIDE

⚡ **Premium Action Guide**

UGC Creator Playbook — From First Post to Paid Packages

A complete, no-fluff system to plan, produce, and monetize user-generated content (with or without an AI influencer), build an owned audience, and close brand deals — without complex stacks or hype.

📌 **Updated for 2026** 📑 **90-day launch plan** Structured ramp to first assets (example-only)

📣 **@jobhacki** · JobHacki Community

🚀 Start Fast

Clear first steps you can take this week.

📋 Real Sources

Built from people who actually did it.

💰 Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Platforms & tools
- ☑ Step 1 — 🎯 Choose a niche and ideal client
- ☑ Step 2 — 🧱 Define your offer and asset
- ☑ Step 3 — 🧭 Set up your primary platform
- ☑ Step 4 — 🖼️ Brand your profiles fast

▸ MODULE 01

What you'll build

A lean UGC business that publishes daily shorts, weekly deep-dives, and captures emails to convert views into owned audience and revenue. You'll also set up an optional AI influencer workflow for Instagram Reels monetization and a simple outreach pipeline to land brand deals.

Every step is focused on speed, clarity, and compounding results — so you avoid rented-only growth and build assets that keep paying.

1. A focused niche, offer, and content plan
2. Optimized profiles on 1–2 primary platforms
3. Reusable short-form script & editing system
4. Email capture + welcome + weekly value engine
5. Optional AI influencer + Higsfield payout workflow
6. Simple outreach stack to pitch and close UGC packages

▸ MODULE 02

Platforms & tools

Website Builders

0 free · 6 paid

GoHighLevel · Wix · WordPress · Squarespace · Carrd · Hostinger

AI Models

0 free · 3 paid

ChatGPT · Claude · Gemini

Dev & Hosting

0 free · 1 paid

VS Code

Automation

0 free · 3 paid

Zapier | Make.com | n8n

Lead & Outreach

2 free · 3 paid

LinkedIn | Loom | Calendly | Instantly | Upwork

▸ MODULE 03

Step 1 — 🎯 Choose a niche and ideal client

Pick a problem you can help with and a buyer who pays for it. Answer: 1) What's the toughest thing you've solved? 2) What's broken and how will you fix it? 3) What do you enjoy talking about? Prioritize problems tied to revenue for your clients.

Avoid analysis paralysis — publish, get feedback, iterate toward what people pay for.

> **Tip**
>
> Friends/family aren't your market; strangers on platforms (especially YouTube) are. Start narrow; don't make an offer for everyone.

▸ MODULE 04

Step 2 — 🧱 Define your offer and asset

Choose something that doesn't trade all your time: UGC video packages, a digital product (checklist/swipe file/mini-course), a group membership, or a service with templated fulfillment. If launching education, pre-sell ethically (disclose it's not built yet).

Create a simple lead magnet tied to your offer (checklist, swipe file, mini-course) that leads naturally to your paid next step.

> **Value design**
> Use the offer equation: increase dream outcome & likelihood; reduce time delay & effort. Simpler is usually more valuable to buyers.

▸ MODULE 05

Step 3 — 🧭 Set up your primary platform

Start with one platform where your buyers are, then expand. Optimize your profile for authority, clarity, and one friction-free link to your landing page (avoid link farms).

Platform	What to do in this step
YouTube	Verify channel (Settings → Channel → Feature eligibility), set upload defaults to Private, set “made for kids” correctly, add banner & about, enable 2FA; plan weekly searchable videos.
Instagram	Public account, authority bio + single landing page link, highlights for proofs, pin 3 value Reels; prep DM replies.
TikTok	Bio with promise + single link, pin top 3 value videos, use keywords in captions; keep DM templates ready.
Facebook	Turn on Professional Mode if relevant, complete profile, bio promise + single link; prepare Reels schedule.
LinkedIn	Headline = niche + outcome, featured link to landing page, banner with proof & CTA, creator mode on.

Verify benefits

Verifying on YouTube unlocks longer uploads, custom thumbnails, higher limits, and live streaming. Upload natively on every platform — never auto-toggle from IG to FB.

▸ MODULE 06

Step 4 — 🖼️ Brand your profiles fast

Create a clean profile photo, banners, and thumbnails using Canva templates sized for each platform. Keep a simple brand kit (colors, fonts, logo) so every asset is consistent and quick to duplicate.

Keep it readable

Use high-contrast text and short promises on banners. Avoid the word “luxury” in consulting niches—it misguides visual styles and positioning.

▸ MODULE 07

Step 5 — 🧩 Build your content bank and research flow

Create a separate IG account for research. Collect trending videos, scripts, and hooks. In Poppy AI, create groups for your assets (YouTube vids, LinkedIn posts, PDFs, scripts) and a resource group (frameworks, copy techniques, post formulas).

Pull inputs you already have (videos, Looms, docs, mind maps). Use Poppy’s model selector (Claude for storytelling, ChatGPT for quick answers) and have it draft outlines you can speak naturally.

Trend wisely

Hook with trends but keep the rest on-topic. Download trend examples without watermarks only to study structure; make original commentary, not reposts.

▸ MODULE 08

Step 6 — ✍️ Script quickly with proven prompts

Lead with clarity, back claims with a ladder of credibility (research → proprietary data → testimonials → personal story), and end with a simple CTA. Use SCAN: Study the business, Calculate the opportunity, Architect the solution, Narrate the results.

PROMPT — SHORT-FORM UGC SCRIPT (HOOK → VALUE → CTA)

```
You are scripting a 30–45s UGC video for [NICHE] targeting [IDEAL BUYER].
Constraints: Start with a strong hook in 5s, teach 1 clear idea with proof
(ladder of credibility), end with a CTA to comment a keyword to get [LEAD
MAGNET].
Hook options to consider: “Look at this freaking thing…”, trend-twist,
contrarian claim.
Return: script with on-screen text cues + b-roll ideas.
Topic: [SPECIFIC PROBLEM]
Keyword to comment: [KEYWORD]
```

PROMPT — WEEKLY VALUE EMAIL (CHATGPT WILL ASK FIRST)

```
Write me a high-converting email in the style of Adam Airheart using proven
marketing psychology. Keep it conversational, story-driven, and designed to
educate, build trust, and lead naturally into my offer. Before writing this
email, ask me two to three specific questions to understand my business, my
offer, and my target market.
```

PROMPT — PLAIN-TEXT COLD EMAIL TO BRAND (UGC OFFER)

Subject: [OUTCOME] for [BRAND]

Hi [NAME],
Found you via [WHERE]. I create UGC that [DIFFERENCE VS OTHERS]. Here's a quick idea for [PRODUCT]: [1-LINE CONCEPT]. If it helps, I can film 3 test hooks this week.
Open to a 10-min chat [DATE/TIME]? — [YOUR NAME] [CALENDLY]

PROMPT — DM FOLLOW-UP (CHOOSE ONE)

Subject: [Personalized hook for [Name]]

Hey, get the full AI audit template, biz plan, plus 97 other biz ideas for free right here.

Watch for the DM. Here it comes. All right. Thanks. Check your DMs.

Hey, I did this for [PERSON/BRAND]. Not sure if it would help you — I recorded a Loom breaking down how it might look if we helped. Want the link?

Hey, I worked as a closer for [PERSON/BRAND] and handled [RESULT]. I think similar angles could work for you.

PROMPT — LOOM WALKTHROUGH (UGC PITCH)

Structure: Hook (why you), Social proof (1 line), Problem (what's breaking revenue), Solution (your UGC angle), Benefits (metrics to improve), CTA (calendar link). Keep it under 3 minutes. Script for [BRAND] and [PRODUCT].

PROMPT — COMMENT-TO-DM MICROTRIGGER

Post CTA line: "Comment '[KEYWORD]' and I'll DM you the free [LEAD MAGNET NAME]."
Final line is key; keep it explicit and simple.

PROMPT — VIRAL PATTERN (PRODUCT TEARDOWN)

```
Look at this freaking guy right here. This guy invented a vending machine that sprays cologne for a dollar. Then profit margin is 92%. If you really want to get smart, add a QR code by each bottle to buy via affiliate link — drop shipped. You do no work and make many times one spray. Put these out.
```

PROMPT — STORY-BASED TUTORIAL

```
I can’t believe my [RESULT] from one simple trick… I tested A vs B vs C, here are before/afters, and exactly what I’d do again so you can replicate it.
```

Craft smarter prompts

Use one-shot examples; remove contradictory instructions; keep info-dense. LLMs aren’t knowledge engines — connect them to your asset libraries for accuracy.

▸ MODULE 09

Step 7 — 📽️ Film and edit fast (phone first)

Record on your phone; prioritize a strong first 5 seconds, then clear answer, proof, takeaway, soft CTA. Use CapCut or VEED.IO for captions and cleanup; OBS Studio for face/screen switching to reduce post work.

Hooks: trend twist, contrarian, or the “hide the idea” payoff at the end to boost retention. Upgrade mic/camera later; momentum beats gear.

Flow over friction

Serious editing on a phone is slower; move core editing/analytics to a computer when possible. Avoid lame reaction-only content — add insight for fair use and value.

▸ MODULE 10

Step 8 — 🤖 Optional: Build an AI influencer (Higsfield)

Design a human-looking character that fits your niche and audience language. In Higsfield's influencer builder, set character type, gender, ethnicity, skin tone/condition, age, eye color, hair, and body. Then fine-tune: eye type, mouth, skin material, surface patterns, body type, tattoos, render style.

Click the camera icon → Explore clips to choose an acting style to emulate. Use Customize to describe tweaks in plain text (Nano Banana Pro model). Upload your own talking-head samples to inject personality and create an AI–human hybrid.

> **Make it believable**
> If viewers instantly sense it's AI, retention tanks. Delay the reveal a few seconds; avoid obviously artificial looks (e.g., reptile traits). Starting early helps — barrier to entry is low.

▸ MODULE 11

Step 9 — 💸 Monetize IG Reels via Higsfield campaigns

Post your AI influencer Reel on Instagram with this exact caption line to qualify: "Made in AI influencer studio on hickfield.ai". Keep your account public, include required tags, and don't edit the caption after submission.

In Higsfield, open Active Campaigns → Submit new post → paste your IG post link + your PayPal email. Keep creation, editing, generation, and monetization within Higsfield to avoid incompatibilities.

Match matters

Expect poor results if your AI influencer's language or topic mismatches the IG account's audience. Instagram itself doesn't pay for Reels; Higsfield campaigns do.

▸ MODULE 12

Step 10 — 🔁 Repurpose and post natively

Clip long videos into shorts with Opus Clip, then polish in VEED.IO (captions, noise removal). Export and upload natively to each platform (YouTube Shorts, TikTok, IG Reels, Facebook Reels, Snapchat/Threads/LinkedIn) — do not cross-post via toggles.

Target 1–3 shorts/day and one weekly deep-dive where you teach a single pain → single solution with a clear CTA.

Native wins

Uploading manually to each platform outperforms auto cross-posting. Keep messaging platform-native while your core idea remains the same.

▸ MODULE 13

Step 11 — 🤝 Automate posting carefully (optional)

In Botato, connect your social accounts (Settings → add each login). Use a Google Sheet as a queue with columns for video, title, caption. If media is on Google Drive, paste the file ID. Execute the workflow to publish on your selected platforms.

Advanced: schedule multiple triggers (e.g., 6:00, 6:05, 6:10) for higher daily volume. If you post to Pinterest in this stack, grab the Board ID from network requests and paste it where required.

Don’t over-automate

Automation is for publishing, not for relationships. Prospects can feel when it’s robotic — manual replies close more deals.

▸ MODULE 14

Step 12 — 🧲 Capture emails and deliver the lead magnet

In Beehiiv, create a simple landing page for your lead magnet. Use a single clear link (bio, pinned comment on Facebook, YouTube description/top comment). After opt-in, auto-send a short thank-you email with the asset link.

Offer the free resource at the end or mid-video and train viewers to comment a keyword for delivery via DM (then send them to your landing page).

Own the audience

Social accounts can vanish; emails don’t. Platform payouts are small — drive traffic off-platform to products and services for real revenue.

▸ MODULE 15

Step 13 — 📨 Welcome sequence and weekly emails

Write like you talk. Welcome sequence: 3–5 emails introducing who you help, your story, core framework, quick win, and what to expect. Send Email #2 in 3–5 days, then every 2–3 days, spacing out over time. Continue with one helpful weekly email.

Use short subjects that spark curiosity; include a clear takeaway and a soft offer; occasionally present a logical next step (audit, product, call).

PROMPT — WEEKLY EMAIL IDEA GENERATOR

```
Give me 10 weekly newsletter ideas for [NICHE] targeting [IDEAL BUYER], mixing:
tips, stories, lessons, mindset shifts, and curated resources. Each should
ladder into [OFFER] with a soft CTA.
```

Open rates

The most important factor is the ‘from’ name. Test send times (midweek late morning/early afternoon often work), but let data decide.

▸ MODULE 16

Step 14 — 💼 Prospect brands and close UGC packages

Find brands with a YouTube presence, high engagement-to-follower ratio, or weak high-ticket funnels. Lead with business constraints and ROI, not tools. Send a short plain-text email, include a 2–3 minute Loom teardown, and a Calendly link.

Warm-start by using existing successful client content to inspire your ads or email sequences; show how you’ll adapt what’s already working.

PROMPT — PLAIN-TEXT COLD EMAIL (SWIPE)

```
Subject: clients

Thanks for signing up. Here’s what you’re looking for.
```

Deliverability > everything

Results depend on list quality, targeting, timing, and copy. Avoid fake tactics; skip heavy legal friction for small international deals — paid invoices signal seriousness.

▸ MODULE 17

Step 15 — 🧰 Backend: CRM, booking, and site basics

Set up a lightweight backend: landing page, CRM, calendar, forms, email/SMS, automations, and tracking. Include multiple contact options (phone, chat widget, application form) to meet buyers where they are.

GoHighLevel can bundle CRM, funnels, email, SMS, calendar, and automations to avoid multi-tool chaos.

> **All-in-one sanity**
> Fragmented stacks get expensive and brittle fast. A single platform can replace many tools and cut integration time.

▸ MODULE 18

Step 16 — 📊 Long-form that prints trust (YouTube)

Publish one weekly video focused on a single pain → single solution using: hook, setup, solution, application, CTA. Focus on three types: search-based tutorials (trust starters), credibility builders (proof), and deep dives (differentiators).

Do basic keyword research; include searchable terms in titles. Mention your product/lead magnet in the description and on-screen. Record at least 100 videos to get a real sample size.

> **Respect search**
> YouTube is the second-largest search engine; viewers want answers, not jump cuts. Analyze the first 5 seconds and double down on winners via YouTube Studio.

▸ MODULE 19

Step 17 — 🔄 Authority loop: publish → prove → aim at buyers

Run this loop weekly: define audience → pick a real question → answer clearly → back with proof → make it scannable → aim at buyers. Publish where AI can find and cite you (YouTube, your site, LinkedIn articles), not only in walled stories.

Design your lifestyle and format so producing high-quality content is easy and frequent. Let networking come to you via content; show up fully yourself.

> **View virality correctly**
> A video seen by millions takes the same effort as one seen by hundreds. Don't chase relationships or trends; build structures that compound.

▸ MODULE 20

Step 18 — 💰 Money habits that accelerate momentum

Lock in for 90 days (no distractions). Save half of raises; invest the other half into assets that compound (better mic, sales page, email engine). If you need speed, test small Facebook ad spends to a tight digital product; pause if unit economics aren't there.

Keep contributing to long-term vehicles (401k/Roth IRA equivalents) and avoid big purchases until your offer is validated by paying customers.

> **Ownership first**
> Paying off low-interest debt before building income assets can slow growth. Build the asset that pays you; then accelerate paydowns.

▸ MODULE 21

Step 19 — 🧪 Advanced: Data + AI for sharper copy

Mine your calls, onboarding, emails, DMs, and comments for exact buyer language. Create brand voice, ICP, pain/desire, testimonial docs and feed them to your model.

Prefer smarter models for critical tasks. Use one-shot prompting. If you need control, move from consumer chat to API playgrounds. Connect models to your Poppy AI libraries for factual grounding.

> **AI isn’t a silver bullet**
> Embed AI at specific deterministic steps (drafts, variations, summarizing). Avoid sprawling ‘agents’. Remove contradictions to save tokens and improve accuracy.

▸ MODULE 22

Step 20 — ⚖️ Ethics, transparency, and fair use

If you pre-sell, disclose clearly that the product isn’t built yet. Don’t fake scarcity or ‘going out of business’ stories. Reaction content must add transformative commentary and teaching to qualify as fair use.

Disclose sponsored content where required. Represent AI influencers clearly in contexts where authenticity is material to the buyer.

▸ MODULE 23

Step 21 — 🚀 90-day launch plan (repeatable)

Weeks 1–12: post 1 weekly YouTube video, promote 1 relevant lead magnet in each video, and send 1 helpful email per week. Publish 1–3 shorts per day on your primary platform.

Friday: outline digital product. Saturday: build. Sunday: make a simple sales page. Monday: start videos. Repeat: make another video, grow the list, nurture with emails, and ship offers that feel like the next step.

> **Consistency compounds**
> Content is like working out — results lag the reps. Aim for 100 posts to truly see patterns. Don’t stop at views; convert to emails and offers.

▸ MODULE 24

Income Forecast

Use YouTube Studio (and its Ask AI) to spot retention drops and winning topics. Compare top vs. bottom performers; replicate winners; stop losers. Track which hooks, angles, and CTAs convert to email signups and sales.

For Facebook, expect monetization invites only after consistent, compliant publishing. Keep posting value and fair-use commentary.

▸ MODULE 25

Mistakes to avoid

Avoid

• Building only on rented platforms; always collect emails. • Chasing trends without structure; no lead magnet or offer. • Treating YouTube like TikTok; zero depth and no answers. • Over-researching personas; publish and iterate from feedback. • Generic AI influencers; obvious AI look kills retention. • Cross-posting via toggles; always upload natively. • Selling to everyone; unclear content and weak CTAs. • Automating all conversations; people can feel it. • Unethical pre-sales; always disclose. • Reaction-only videos with no commentary; fair-use risk.

▸ MODULE 26

Income Forecast

$4–$25 RPM

YouTube long-form per 1,000 views (source-reported/example)

$0.05–$0.35 RPM

YouTube Shorts per 1,000 views (source-reported/example)

$0.25 per 1,000 views

Facebook short-form payout in biz/finance niche (source-reported/example)

$2,000–$2,700/mo

Projected AdSense revenue with consistent posting (source-reported/example)

0.5% of 25,000 views → 125 sales

Conversion math illustration if a low-priced product is offered (source-reported/example)

$1M in year one

Outlier: creator monetized at ~7,800 followers (source-reported/example)

▸ MODULE 27

Resources

RESOURCES

YouTube verification help — How to verify your channel for advanced features ↗

Meta content monetization policies — Eligibility and compliance for Facebook/Instagram monetization ↗



The Gary Halbert Letter — Classic direct response copywriting archives to practice ↗

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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