



Created by Laure Justice: Helping small businesses grow through authentic content, copywriting, SEO and digital marketing.

Free UGC Starter Kit for Small Businesses

Create Better User-Generated Content with Confidence!

Whether you're creating your own UGC or working with a creator, this printable workbook will help you organize your ideas and build a stronger content strategy.

UGC Planning Worksheet

Product or Service

Who is your ideal customer?

What problem does your product solve?

Three benefits your target customers should know

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What feeling do you want viewers to have?

- ☐ Excited
 - ☐ Curious
 - ☐ Confident
 - ☐ Inspired
 - ☐ Relieved
 - ☐ Happy
 - ☐ Other
-
-

Which types of UGC would work best for your product or service?

- ☐ Product Demo
- ☐ Unboxing
- ☐ Customer Testimonial
- ☐ Before & After
- ☐ Lifestyle
- ☐ Problem & Solution
- ☐ FAQ
- ☐ Behind the Scenes
- ☐ Voiceover
- ☐ Trending Style

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Where will you use this content?

- ☐ Website
- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ YouTube Shorts
- ☐ Pinterest
- ☐ Amazon
- ☐ Email Marketing
- ☐ Paid Ads

Call to Action

What should viewers do next?

Notes



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30 UGC Video Ideas Checklist

Use these prompts whenever you need inspiration.

- ☐ Unbox your product
- ☐ Show how it works
- ☐ Share your favorite feature
- ☐ Explain who it's for
- ☐ Before and after
- ☐ Solve a common problem
- ☐ Answer a frequently asked question
- ☐ First impressions
- ☐ Five things I love about this product
- ☐ A day in the life using it
- ☐ Morning routine
- ☐ Evening routine
- ☐ What's included in the package?
- ☐ Close-up product shots
- ☐ Compare two products
- ☐ How I use it every day
- ☐ Beginner tips
- ☐ Biggest surprise

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- ☐ Common mistakes to avoid
- ☐ Why I bought it
- ☐ How it saves time
- ☐ Gift idea
- ☐ Travel with the product
- ☐ Behind the scenes
- ☐ Seasonal use
- ☐ Customer review
- ☐ Myth vs. fact
- ☐ Three quick tips
- ☐ My honest experience
- ☐ End with a clear call to action

Which ideas fit your business best?



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UGC Shot List + Publishing Checklist

Capture These Shots

- ☐ Product in packaging
- ☐ Opening package
- ☐ Product close-up
- ☐ Wide shot
- ☐ Holding product
- ☐ Using product
- ☐ Before
- ☐ During
- ☐ After
- ☐ Final result
- ☐ Lifestyle scene
- ☐ Detail shots
- ☐ Brand logo
- ☐ Call to action

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Before You Publish

- ☐ Good lighting
- ☐ Clear audio
- ☐ Stable video
- ☐ Clean background
- ☐ Product is easy to see
- ☐ Hook in first three seconds
- ☐ Benefits are clear
- ☐ Call to action included
- ☐ Captions added
- ☐ Brand guidelines followed
- ☐ Video reviewed one last time



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Where Will You Publish?

Platform	Posted
Website	☐
Facebook	☐
Instagram	☐
TikTok	☐
YouTube Shorts	☐
Pinterest	☐
Amazon	☐
Email	☐

Campaign Notes

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