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UGC creator · 20 years in marketing · saraannugc.com

UGC Contract Checklist

The things to nail down in writing before you film a single frame — so you get paid, get credited, and don't hand away your work forever.

A free resource from Sara Ann Straw

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This is not legal advice — it's the working checklist I use. Everything below should exist in an email or contract before production starts. "We'll sort it after" is how creators end up unpaid.

1 **Scope & deliverables**

- ☐ Exact number of videos and their lengths
e.g. 2 videos, 15–30s each.
- ☐ Number of hooks or variations included
Extra hooks are a separate line item, not a freebie.
- ☐ Photos included? How many, what orientation?
- ☐ Raw footage included, or edited only?
Raw files are worth more. Charge for them.
- ☐ Aspect ratios and file formats required
- ☐ Who writes the script — you, them, or together?
- ☐ Revision rounds included (I include one)
State what counts as a revision.
- ☐ Delivery date and how files are delivered

2 **Usage rights — the part that matters most**

Never agree to 'full rights, in perpetuity, all channels' at a base rate.

Usage is what you're really selling. Organic use on the brand's own account is one price. Paid ads are more. Forever is much more.

- ☐ Which platforms can they post on?
List them. 'All social' is not a list.
- ☐ Organic only, or paid ads too?
Paid usage: add 30–100% on top of the base rate.
- ☐ How long do the rights last?
3 months, 6 months, 12 months. Avoid perpetuity.
- ☐ Whitelisting / creator licensing on your handle?
Separate monthly fee — mine starts at \$200/month.
- ☐ Can they edit, re-cut or add their own voiceover?
- ☐ Can they use it in print, email, website or in-store?
Each of those is extra.

- ☐ Exclusivity — are you blocked from competitors?

If yes, it has a price and an end date.

- ☐ Rights revert to you when the term ends

Get this sentence in writing.

3 Money

- ☐ Total fee written in numbers, in your currency
- ☐ 50% upfront for new brands, balance on delivery
Non-negotiable for first-time clients.
- ☐ Payment terms — net 15 or net 30, not 'when posted'
- ☐ Late payment note: invoices overdue 30 days incur a fee
- ☐ Who pays for the product, shipping, travel, props?
- ☐ Gifted-only? Then usage must be tightly limited
Free product is not payment for ad rights.
- ☐ Invoice details agreed before filming

4 Credit, approvals & protection

- ☐ Will you be credited or tagged?
Nice for your portfolio, not always granted.
- ☐ Can you post the work to your own portfolio?
Ask for this every time — it compounds.
- ☐ Approval process and who signs off
- ☐ What happens if they cancel after you've filmed?
Kill fee: 50% of the total is standard.
- ☐ FTC / ASA disclosure — who is responsible?
#ad or #sponsored where required. Protect yourself.
- ☐ No unpaid exclusivity or 'first look' clauses
- ☐ Everything agreed in writing, in one thread
Email counts as a contract in most cases.

5 Copy-and-send rights line

Paste this into your reply

"Happy to move forward. To confirm scope: 2 videos (15–30s), 1 revision round each, delivered [date]. Rate covers organic use on your owned channels for 6 months. Paid ads +30%, whitelisting \$200/month, extended term quoted separately. 50% upfront, balance on delivery. Rights revert to me at the end of the term. Shall I send the invoice?"

If a brand pushes back on every line here, that's information. The good ones answer in one email.