The CREATOR MAISON

FREE 30-DAY PLAN

From zero to your first

PAID CANVAS UGC DEAL *in 30 days*

No followers, no fancy setup, no experience. The exact day-by-day plan to go from nothing to landing your first paid Canvas UGC deal, using just your phone.

BY SHALYNNE CHAN & JO · THE CREATOR MAISON

BEFORE YOU START

What is *Canvas UGC?*

Canvas UGC is when an app or tech brand pays you to run a **brand new TikTok or Instagram account** that promotes their app. You post short videos on that account using formats that already work, and you get paid every month.

HOW IT WORKS

1. A brand hires you to set up a fresh account.
2. It looks like a real person's page, not a company page.
3. They send you a brief with proven viral formats.
4. You post 1 to 3 videos a day.
5. A campaign manager approves each video, usually in 24 to 48 hours.
6. You're paid monthly, with bonuses when videos pass view targets.

WHY IT'S THE FASTEST FIRST DEAL

- **Zero followers needed.** The videos go on the brand's account, not yours.
- **Phone only.** Brands want natural, front-camera content.
- **Monthly pay.** Not one-off videos, so one deal can last months.
- **Lots of demand.** New apps launch every day and all need content.

IT GOES BY MANY NAMES

Brands almost never write "Canvas UGC" in a job post. Search for all of these: **UGC creator · TikTok creator · Tech UGC · Organic UGC · Ambassador account**.

ALL YOU NEED

Your phone
No camera, mic or lights. The front camera is enough.

Your face
Brands hire you for how you show up on camera.

A drive to learn
Formats change every few weeks. Stay curious.

A portfolio
The only thing you have to build. You'll do it in Week 2.

YOUR 30 DAYS AT A GLANCE

Four weeks. *One goal.*

About **1 hour a day**. Each week builds on the last, so do them in order. Tick off each day as you go.

FIRST DEAL

01
DAYS 1 TO 7
Build
Set up your creator account and bio, pick your app niches, and study the Canvas accounts already winning.

02
DAYS 8 TO 14
Film
Script and film 5 spec videos for apps, edit them in CapCut, and finish your portfolio.

03
DAYS 15 TO 21
Apply
Join the 5 Canvas platforms and apply to as many briefs as you can, every single day.

04
DAYS 22 TO 30
Pitch & land
Find apps already running ads, pitch them directly, follow up and say yes the right way.

THE NUMBERS THAT GET YOU THERE

5 spec videos in your portfolio

5 Canvas platforms joined

30+ briefs applied to

25+ apps pitched directly

Why volume matters: most applications and pitches won't get a reply, and that's normal. The creators who land deals are the ones who keep sending. Sha landed her first Tech UGC deals on Sideshift and UGC Tank by applying consistently, not by waiting.

01 Week one: *build*

DAYS 1 TO 7

GOAL A creator account brands can find, and a clear idea of what Canvas content looks like.

DAY 01

Create your UGC creator account

Make a fresh Instagram or TikTok (or both), separate from your personal page. Set up a business email like yourname.ugc@gmail.com.

- [ ]

DAY 02

Write your bio

Name + "UGC & Tech UGC Creator" so you show up in search. Add your niches, your city and country, your email and a link for your portfolio. Use a clear photo of your face.

- [ ]

DAY 03

Pick 3 app niches

Choose the kinds of apps you'd enjoy promoting, like study, fitness, budgeting, language learning or productivity. You can always add more later.

- [ ]

DAY 04

Find 10 Canvas accounts

Search your niches on TikTok, like "study app". Accounts that post nothing but one app, with that app in the bio, are Canvas accounts. Follow 10 of them.

- [ ]

DAY 05

Save 10 viral formats

From those accounts, save the videos with the most views. Note the hook, the length and how the app is shown. These are your formats to copy.

- [ ]

DAY 06

Download your free tools

CapCut for editing, Canva for your portfolio, and ChatGPT or Claude for scripts. All three have free plans.

- [ ]

DAY 07

Set up your portfolio template

Four parts: a title page (name, photo, one line, email), a 2 to 3 sentence bio, your example videos and a closing page with your links.

- [ ]

SHA'S TIP Brands skim your profile in seconds. If they can't tell what you do and how to reach you, they move on to the next creator.

02 DAYS 8 TO 14 Week two: *film*

GOAL 5 spec videos for real apps, edited and in a finished portfolio.

DAY 08

Pick 5 real apps to make spec videos for

One or two from each of your niches. Spec videos are videos you make on your own, without being hired, to show brands what you can do.

- [ ]

DAY 09

Write 5 short scripts

Use your saved formats. Each one: a hook in the first 2 seconds, the problem, the app as the solution, and a call to action. Keep each under 30 seconds.

- [ ]

DAY 10

Film videos 1 and 2

Front camera, natural light by a window, talking like you would to a friend. Film each hook 2 or 3 ways.

- [ ]

DAY 11

Film videos 3, 4 and 5

Batch them in one session. Add screen recordings of each app so brands see you can show the product.

- [ ]

DAY 12

Edit all 5 in CapCut

Cut the pauses, add auto captions and keep it fast. Make it look like organic TikTok content, not an ad.

- [ ]

DAY 13

Finish your portfolio

Add your 5 videos, grouped by niche. About 80% of a brand's decision comes from your example videos, so lead with your best one.

- [ ]

DAY 14

Post your spec videos

Post them to your creator account and pin your best one. Add your portfolio link to your bio.

- [ ]

SCARED OF THE CAMERA? So was almost everyone who's now getting paid for this. Your first video won't be your best, and it doesn't need to be. Film it anyway.

03 DAYS 15 TO 21 Week three: *apply*

GOAL Profiles on 5 Canvas platforms and 30+ briefs applied to.

DAY 15

Join Sha's two platforms

Sideshift (sideshift.app) has the most campaigns. **UGC Tank** has fewer, but high quality. Set up full profiles with your spec videos.

- [ ]

DAY 16

Add three more

Join **viral.app**, **New Wave** and **Posted**. Lots of their listings are labelled Canvas UGC or pay per view on accounts you run.

- [ ]

DAY 17

Apply to every brief that fits

Go through every open brief on all 5 platforms and apply to each one your spec videos fit. Aim for 10 today. Add one line on a format you'd make for them.

- [ ]

DAY 18

Turn on notifications

Switch on alerts in every platform app and check twice a day. New briefs fill fast, so the creators who apply within hours get picked first.

- [ ]

DAY 19

Apply to 10 more

Volume wins here. Apply to everything that fits, even if the pay is smaller. Your first deal is about getting in, not the rate.

- [ ]

DAY 20

Polish your profiles

Swap your best-performing spec video to the top of every profile and tighten your bio. A sharper profile gets picked more often.

- [ ]

DAY 21

Apply to 10 more and review

Note which platforms replied or shortlisted you. Spend more time on those next week while you start pitching.

- [ ]

RED FLAG You never need to pay to apply. If a platform asks you to pay to unlock jobs, skip it.

04 DAYS 22 TO 30
Week four: *pitch & land*

GOAL 25+ apps pitched directly, followed up, and your first yes handled like a pro.

DAY 22

Find 20 apps with ad budgets

Go to the free Meta Ad Library and search your niches, like "calorie tracker". Apps you've never heard of running lots of ads have budget and need content.

- [ ]

DAY 23

Find the right person

Use Bento or Apollo, or LinkedIn, to find a Growth or Marketing lead at each app. Avoid info@ emails where you can.

- [ ]

DAY 24

Pitch 10 apps

Use the pitch on the next page. Link one spec video made in their style.

- [ ]

DAY 25

Pitch 10 more

Same pitch, personalised first line. Consistency beats one big batch.

- [ ]

DAY 26

Pitch 5 brand-new apps

Browse Product Hunt and the App Store's new and trending charts. New apps rarely have creators yet. Pitch the founder.

- [ ]

DAY 27

Follow up on Day 24's pitches

Reply in the same email thread with one new hook idea for their app. Never "just bumping this".

- [ ]

DAY 28

Apply to 10 more briefs

Keep the platform door open while you pitch. Deals often land from the door you least expect.

- [ ]

DAY 29

Follow up on Day 25 and 26

Same rule: something new every time. Then update your tracker.

- [ ]

DAY 30

Got a yes? Read the deal first

Use the checklist on the next page before you sign anything. No yes yet? Keep going. You've built the system, now keep it running.

- [ ]

YOUR CANVAS PITCH

The pitch that *gets replies*

Short, about their app, and easy to say yes to. Keep it under 100 words.

Subject: *A TikTok account for [App name]*

Hi [Name],

I've been seeing [App name]'s ads and love how you're [one specific thing]. I'm a Tech UGC creator and I run organic TikTok and Instagram accounts for apps like yours.

I made a quick video in your style so you can see how I'd show [App name]: [link]

Would you like me to send over how I'd run an account for you this month?

[Your name] · [Portfolio link]

WHEN THEY SAY YES

Ask these 5 questions

1. Do you want a brand new account, or will you provide one?
2. Any rules for the handle, bio, photo or link?
3. When do you want the first post live?
4. Should the account be disclosed as a brand partner?
5. Where do I send videos for approval, and how long does it take?

Asking up front makes you look experienced, not difficult.

BEFORE YOU SIGN

Read the deal

- **Pay:** per video, per view, or monthly? Any bonuses?
- **Volume:** how many posts a day, on which platforms?
- **Payment date:** when, and how?
- **Approval:** who approves and how fast?
- **The account:** it belongs to the brand. Keep each on its own login.
- **Exclusivity:** can you work with similar apps?

KEEP A TRACKER App · contact · date pitched · follow-up 1 · follow-up 2 · status. Check it every morning. It takes five minutes.

The CREATOR MAISON

WANT THE FULL SYSTEM?

We also have **The UGC Mastermind**, which takes you through everything. If you're interested, just message us in the chat and Sha will take you through it.