

FREE GUIDE

LAND THE BRAND DEAL



THE UGC PLAYBOOK FOR NEW CREATORS

\$10M+ SOLD · 8 YEARS IN SALES · 3 IN MARKETING

BY KAZ BORHAN



WHO'S TALKING

\$10M+

SOLD IN 8 YEARS

\$100K+

FROM SOCIAL

<1,000

FOLLOWERS

I came to America at 17, by myself, with \$3,000 and a suitcase. That's it.

I spent the next 8 years in automotive sales in Orange County, working with 20 to 30 people a day. That's thousands of conversations about what makes someone say yes. On top of that, 3+ years in marketing strategy, growing brand channels from 0 to 50K and 0 to 10K.

My edits aren't the most cinematic thing you've ever seen. That's not why brands pay me. I understand people, and I understand how to sell. That's what this guide is about.

ONE \$200 POST

I'd used the same trading software for years. So I opened an X account and documented everything: my trades, my progress, my life.

\$200 /MO

The brand paid me to post about a product I already loved.

\$1,500 /MO

The posts blew up. They hired me part-time as their marketing strategist.

\$3,000 /MO

I crushed it, so they gave me all of their socials to run.

\$7,000 /MO

Through their circle I met a podcaster with almost a million followers. I pitched him. He put me on.

\$12-13K /MO

He introduced me to two more brands.

\$25K/MO WITH ~1,200 FOLLOWERS

Sales job included. No Instagram, no TikTok. Just a product I believed in and my face on it.



SELL THE PERSON NOT THE PRODUCT

After thousands of conversations on the sales floor, here's the truth: nobody buys the product. They buy what it does for them. You still need a decent product, because you can't sell garbage. But the deal closes when you understand the person.

01 **START WITH WHAT YOU ALREADY USE**

I'd used that software for years. Talking about it was easy because it was real.

02 **DOCUMENT, DON'T PERFORM**

I didn't make ads. I posted my trades, my progress and my life, and people trusted it.

03 **CONNECT BEFORE YOU PITCH**

Human connection closed every car deal I ever made. Show viewers what changes for them, not a list of features.

04 **BE CREATIVE, NOT A COPY**

You don't have to reinvent the wheel, but copy-paste content gets copy-paste results. Turning an idea into a finished video is a superpower.

05 **TURN ONE WIN INTO THE NEXT**

Every client has a network. My first brand led me to a podcaster, and he led me to two more brands.

5 MISTAKES

THAT KEEP NEW CREATORS STUCK

01 HALF-EFFORT PORTFOLIOS

Your portfolio is your sales floor. If it looks rushed, brands assume your work will be too.

02 HALF-EFFORT CONTENT

Posting more won't save weak videos. Make every one like a brand is already paying for it.

03 MONEY IS YOUR ONLY WHY

Money is a fine reason, but it won't carry you through the slow months. Know what you're really building.

04 PROMOTING ANYTHING AND EVERYTHING

Saying yes to every product kills your authority. If it brings your audience no value, pass.

05 MASS-PRODUCING CONTENT NOBODY NEEDS

Pumping out videos that help no one is the fastest road to burnout.

THE FIX: BUILD A PERSONAL BRAND ALONGSIDE YOUR UGC

If you want to scale, it's not optional. It's mandatory. Brands hire creators people already trust.

PITCH EVERY DAY

BRANDS WON'T FIND YOU FIRST. YOU FIND THEM.

10 PITCHES A DAY, MINIMUM

Not 2 one day, 4 days off, then 5. Keep going until inbound offers fill your inbox, then keep pitching anyway.

WHERE TO PITCH

REDDIT

X

FIVERR

YOUDJI

BENTO

BRAND EMAILS + DMS

My go-to is Bento: it tracks brands' marketing emails, sends follow-ups and helps write pitches. Free, and not an ad.

DO YOUR HOMEWORK FIRST: 5-10 MINUTES PER BRAND

- 01** Study their Instagram. What kind of videos do they post, and which ones get the views?
- 02** Look them up in the Meta Ad Library. Are they running ads at all? Are any of them UGC?
- 03** Find the ad that's been running longest. Brands don't keep paying for ads that lose money, so the older the ad, the better it's performing. Build your pitch around it.

Then pitch with proof: film your own version of that ad and send it with your pitch, or send 2-3 ideas built on what's already working.

STEAL THIS PITCH

Subject: I made you a new [product] ad

Hey [Name], your "[their ad's hook]" ad has been live since [month], so it's clearly working. I filmed my own version with a new hook. It's attached, free to test. If it beats your current one, I have two more ready: [idea 1] and [idea 2]. [Your edge, e.g. "8 years in sales, so I script for what makes people buy."] Worth a 10-minute call this week? [Name] · [portfolio link]

Day 3 follow-up: "Did the video come through? Happy to send the other two hooks if you want to test them."

EXAMPLE RATE CARD

KAZ BORHAN

UGC CREATOR · SALES-DRIVEN CONTENT

@Kaz_Borhan

KazUGC.com



21M+

Organic views in the last year across Instagram, TikTok, X and Reddit

\$10M+

Sold face-to-face in 8 years of sales

3-5 DAYS

Typical turnaround, 7 days max

VIDEO PACKAGES

1 VIDEO

\$250

Single 30-second video

3 VIDEOS

\$675

Save 10% (\$225 each)

5 VIDEOS

\$1,050

Save 16% (\$210 each)

Every package: 30-second videos, 3 months of usage rights and 1 revision included.

USAGE RIGHTS

First 3 months

INCLUDED

Each extra month

+30% OF TOTAL

ADD-ONS

Extra hook

\$20 EACH

Raw footage

+50% OF TOTAL

Extra revision

\$40 EACH

These are my real rates. Use them as a starting point, not a rule. Price your work on the results you can show, not your follower count.

BUILT AFTER HOURS



Then 2026 hit. Businesses struggled, and I lost every one of those clients. So I'm building again, the way I always have: after hours.

I've always worked 3 or 4 jobs. Staying stuck because you only want to work a 9-to-5, then come home and do nothing? I don't believe in that. A dream costs something: time with your partner, time with your kids. That's the price of a better future. Simple as that.

FULL-TIME JOB. KIDS. NOT A SECOND TO SPARE? THIS IS FOR YOU.

FOLLOW THE JOURNEY

@Kaz_Borhan

Watch your inbox. Everything I've learned in 8 years is coming next.