

I. Weekly Workflow for UGC

- A. Receiving Instructions via email (or Slack)
 - 1. Receive brand's concepts/scripts/instructions at the beginning of the week
 - 2. Seek further clarification if needed
- B. Content Creation
 - 1. Tailor content style to align with the brand's tone and identity (Foreplay)
 - 2. Providing the following styles, but not limited to: B-roll, selfie-style videos, unboxing, and how-to's (and more elevated style shots.)
 - 3. Adaptability with location: Able to shoot inside my apartment, outside on the streets of NYC, NYC subway, outdoorsy shots ([Fort Tryon Park](#)), etc.
- C. Organizing deliverables
 - 1. Collecting all raw footage
 - 2. Labeling effectively into Google Drive (or Monday)
- D. Feedback
 - 1. Collaborating on what needs to be re-done
 - 2. Developing a clear timeline for re-do shots, based on brand's needs

Option 1: Retainer Agreement

- Commitment to up to 5 concepts/1 ad video per week, ensuring completion within a week (open to adding more depending on workload)
 - What "1 concept" looks like to me:
 - 4 Hook lines or b-roll
 - 4 Body lines or b-roll
 - 1 CTA line
- Flexibility to accommodate one or more brands each week or adapt as per video requisites and brand deadlines
- Favorable rate offering

Option 2: Need Based Agreement

- Commitment to one brand per week, ensuring completion within a week (open to adding more than one brand depending on workload)
- Fixed fee structure