TomThePlug

FREE BUSINESS BLUEPRINT

How to Become a UGC Creator in Nigeria (2026): What It Takes and What It Pays

UGC creators make short videos brands use as ads, no big following needed. What it costs to start, what brands really pay in 2026, and how to land your first client.

STARTUP COST	TYPE	SKILL LEVEL	FIRST SALE IN
₦0–₦75,000	Online	Some skill	Weeks

The quick version

- UGC means making short videos that brands post as their own ads. You don't need a big following, just a phone and practice
- Startup cost: ₦0 if you use the phone you have, up to about ₦75,000 if you add a ring light kit
- Beginners on international platforms often charge $150–$400 per video; local Nigerian deals are usually much smaller
- First step: make 3 sample videos for products you already own, then pitch 10 small brands

What's inside

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1 Before you start

Tick each one off before you spend serious money.

- [ ] Pick 1–2 niches you understand: skincare, food, tech gadgets, fashion, fintech apps
- [ ] Clean up one quiet, well-lit corner of your room for filming
- [ ] Learn CapCut basics: trimming, captions, adding music
- [ ] Make 3 sample videos for products you already own (no brand deal needed)
- [ ] Create a simple portfolio: a Google Drive folder or free Canva page with your samples
- [ ] Write your rate card: price per video, what's included, how many revisions
- [ ] Set up a way to receive payments: your bank for local brands, a dollar account app for foreign clients

2 Startup cost sheet

Typical November 2026 prices. Write the quotes you get in the "Yours" column, so you know your real number before you buy.

ITEM	TYPICAL COST	NOTES	YOURS
Smartphone with a decent camera	₦0	Use the phone you already have	
12-inch ring light kit with tripod (optional)	About ₦24,000–₦73,000	Natural light from a window works to start	
CapCut and Canva	₦0	Free versions are enough	
Data for uploading and sending videos	Your normal plan	More if you send many videos	
Total	**₦0–₦75,000**		

3 Pricing guide

What customers typically pay. Check what others near you charge and stay close to it.

WHAT YOU SELL	TYPICAL PRICE	YOUR PRICE
Beginner, international platforms (per video)	$150–$400 (JoinBrands, Aug 2026)	
Intermediate, international (per video)	$400–$1,000	

WHAT YOU SELL	TYPICAL PRICE	YOUR PRICE
Nano creator, Nigerian brand deal (per post)	₦20,000–₦400,000 asking price	
Extra: usage rights for paid ads	Often +20–50% on top	

4 30-day launch plan

Follow it in order. Tick each task when it is done.

WHEN	TASK	DONE
Days 1–3	Study 20 UGC ads in your niche on TikTok and Instagram. Note the hooks (first 3 seconds) that make you stop scrolling.	☐
Days 4–7	Film 3 sample videos for products you own: an unboxing, a 'problem → solution' video and a testimonial-style review.	☐
Days 8–9	Edit them in CapCut with captions. Put them in one portfolio link.	☐
Day 10	Write your rate card and a short pitch message.	☐
Week 3	Pitch 10 small Nigerian brands a day on Instagram DM or email. Send a sample made for a product like theirs.	☐
Week 3	Set up a profile on one international platform (Fiverr or Upwork) with your 3 samples.	☐
Week 4	Deliver your first job on time, ask for a testimonial, and add the video to your portfolio.	☐
Day 30	Count pitches sent vs replies. Improve your hook samples and pitch message if replies are low.	☐

5 Where to buy and what to use

- Editing: CapCut (free). Thumbnails and portfolio: Canva (free)
- Finding local brands: Instagram and TikTok search for small Nigerian businesses in your niche
- International clients: Fiverr, Upwork and UGC marketplaces
- Receiving dollars: a dollar account app such as Grey, Raenest or Cleva
- Ring light and tripod: Jumia, Computer Village or any phone accessories market

6 Risks and how to handle them

Every business has risks. Plan for these before they happen.

RISK	WHAT TO DO
No replies to pitches	It's normal at first. Send more pitches, and make samples for products like theirs, not random ones.
Clients who don't pay	Take at least 50% upfront from local brands. On Fiverr/Upwork, only work through the platform.
Brands using your face in ads forever	Agree on usage rights in writing: which platforms, for how long. Charge extra for paid ads.
Low local rates	Build a portfolio with local brands, then add international platforms where rates are higher.

7 Profit worksheet

Fill this in with your real numbers. If the last line is too small, change your price, your costs or your plan before you start.

Average price per sale (₦)	
Cost per sale: materials, transport, data, fees (₦)	
Profit per sale (price minus cost) (₦)	
Sales you expect per week	
Weekly profit (profit per sale × sales) (₦)	
Monthly running costs (₦)	
Monthly profit (weekly profit × 4, minus running costs) (₦)	
Months to earn back your startup cost	

8 Weekly tracker

Keep it simple: write your numbers every week. It is how you spot what is working, and mistakes, early.

WEEK	PITCHES SENT	REPLIES	VIDEOS DELIVERED	MONEY IN (₦)	PROFIT
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					

9 Tom's tips

- The hook is everything. If the first 3 seconds don't stop the scroll, the brand won't use it.
- Show, don't tell. A sample made for a product like theirs beats any pitch.
- Always agree on usage rights before you film.

KEEP GOING

Read the full guide and get new ideas every week

Full guide: tomtheplug.com.ng/how-to-become-a-ugc-creator-nigeria/

Got a question? Ask Mr. Tom: tomtheplug.com.ng/ask

Free weekly newsletter: askmrtom.substack.com

Sources

JoinBrands: How much do UGC creators charge? 2026 rate guide (August 2026)
Profolio: How much do content creators earn in Nigeria? (September 2026)
TheCondia: How Nigerian creators actually make money, beyond views (September 2026)
LatestCost: Ring light prices, sizes and kits

Prices checked November 2026. Prices in Nigeria change quickly, so always confirm before you buy or quote. This blueprint is general information, not financial advice, and no income is guaranteed. Free to share, but please don't sell it.