

AI UGC Video Ads Playbook

The complete system for producing scroll-stopping UGC video ads using AI. Cloud-based workflows, hybrid production strategies, copy-paste prompts, automation blueprints, cost breakdowns, and real script examples. Everything to ship your first AI creative today.

Cost: \$2-5 per video at scale (vs \$300-500 traditional)

Time: 15-30 minutes per video (vs 3-5 days)

Hardware: None required (100% cloud)

Includes: 7 prompts, 30+ hooks, automation blueprint, 5 script examples, 30-day plan

7

Copy-paste prompts

30+

Hook templates

4

Automation scenarios

5

Real script examples

What's Inside

This playbook covers both cloud-based and hybrid AI UGC production. Read cover to cover, or jump to the section you need.

1. The 6-Step Cloud Pipeline

2. Tool Comparison & Recommended Stack

3. Cost Breakdown at Every Scale

4. Copy-Paste Prompts (The Real Value)

4a. UGC Script Generator

4b. A/B Variant Creator

4c. Auto-QA Script Reviewer

4d. Hook Generator

4e. Script-to-Visual Storyboard

4f. Competitor Ad Analyzer

4g. Platform-Specific Adapter

5. Real Script Examples (5 Niches)

6. The Hook Library (30+ Proven Templates)

7. Make.com Automation Blueprint

8. Airtable Production Database Schema

9. Platform Ad Specs Quick Reference

10. Money-Saving Hacks (Updated Pricing)

11. Quality Optimization Tips

12. The 80/20 Hybrid Strategy

When to use Cloud vs Hybrid

Hybrid cost breakdown

Briefing human creators from AI winners

13. FTC Compliance Checklist

14. ROI Calculator Framework

15. 30-Day Launch Plan

16. Troubleshooting Guide

How to use this playbook: Don't just read it. Open Claude or ChatGPT in a second tab. Copy our prompts from Section 4. Write your first script while reading. The goal is to have a finished video by the time you're done.

1. The 6-Step Cloud Pipeline

This is the exact workflow we use to produce AI UGC videos for clients. Each step uses the best-in-class cloud tool. Total time: 15-30 minutes per video once you've done it twice.

1 Script Generation

Use Claude or ChatGPT with a direct-response framework. We recommend PAS (Problem-Agitate-Solution) for most ad scripts. Keep scripts under 60 seconds. 30-45 seconds is the conversion sweet spot for paid social.

Tool: Claude Pro (\$20/mo) or ChatGPT Plus (\$20/mo) | **Time:** 2-3 minutes per script (with our prompt on page 8)

Pro tip: Write 5 scripts at once using our A/B variant prompt. Testing multiple hooks is the #1 lever for improving ROAS.

2 Voice Generation

Feed your script to a TTS engine. Pick a voice that matches your target demographic. Key insight: slightly imperfect delivery (natural pauses, emphasis) outperforms robotic perfection. UGC should sound human.

Tool: ElevenLabs Starter (\$5/mo) or Pro (\$99/mo) **UPDATED** | **Time:** 1-2 minutes per voiceover

VOICE SELECTION GUIDE

PRODUCT TYPE	VOICE STYLE	WHY
Skincare / Beauty	Young female, warm, conversational	Matches core buyer persona
B2B SaaS	Male/female, confident, mid-30s	Authority without corporate
Food / Beverage	Enthusiastic, slightly fast-paced	Energy matches impulse buy
Fitness / Wellness	Motivational, clear, mid-tempo	Aspirational but approachable
Tech / Gadgets	Casual male, "explaining to a friend"	Breaks down complexity
Home / Lifestyle	Warm female, relatable, mid-20s	Peer recommendation feel

3 Avatar Generation

Select a stock avatar that matches your audience. Upload the audio from Step 2. The avatar automatically lip-syncs to your script.

Tool: HeyGen Creator (\$29/mo) **UNLIMITED STANDARD AVATAR VIDEOS AS OF FEB 2026** | **Time:** 3-5 minutes (render time included)

Feb 2026 update: HeyGen now offers **unlimited standard avatar videos** on Creator plan. Premium Credits (200/mo) are only needed for Avatar IV and lip-synced translation. This makes testing essentially free.

4 Video Assembly

Combine avatar video with captions, product shots, b-roll, and branding. Use templates for consistency across variants. This is where "AI talking head" becomes "scroll-stopping ad."

Tool: Creatomate (\$25/mo) for automation, CapCut (free) for manual editing | **Time:** 5-10 minutes per video

ASSEMBLY CHECKLIST

- Burned-in captions (bold, centered, high contrast). 85% watch without sound
- Product shots / B-roll cut in every 5-8 seconds
- Brand logo watermark (subtle, bottom corner)
- Opening hook text overlay (first 2 seconds)
- End card with CTA text + URL

Watch the final video at 1x speed with sound ON. Takes 60 seconds per video, catches 90% of issues.

QC CHECKLIST (60-SECOND REVIEW)

- Lip-sync accuracy: mouth matches audio within ~0.2s
- Audio quality: no clipping, no robotic artifacts, natural pacing
- Caption timing: text appears/disappears with speech
- Brand compliance: correct colors, logo placement, font
- Hook strength: would YOU stop scrolling for this?
- CTA clarity: viewer knows exactly what to do next
- Platform fit: correct aspect ratio, safe zones respected

6 Export & Deploy

Export in correct format per platform. Always export at 1080p minimum. 720p looks blurry on modern phones.

PLATFORM	ASPECT RATIO	MAX LENGTH	FORMAT
Reels / Stories / TikTok	9:16	60s (sweet spot: 30-45s)	MP4, H.264
Feed (Meta/LinkedIn)	1:1 or 4:5	60s	MP4, H.264
YouTube Shorts	9:16	60s	MP4, H.264
YouTube In-Stream	16:9	15-30s	MP4, H.264

2. Tool Comparison & Recommended Stack

We've tested every major AI UGC tool. Here's what works in 2026, with honest pros/cons and updated pricing.

Avatar / Video Generation

PLATFORM	PRICE	BEST FOR	AVATAR QUALITY	API?
HeyGen	\$29/mo	Best all-around (unlimited std)	Excellent	Yes
Arcads	\$100/mo	E-commerce UGC	Very Good	Yes
Creatify	\$39/mo	URL-to-video	Good	No
Virvid	\$19/mo	Budget (30 vids/mo)	Good	No
D-ID	\$5.90/mo	Budget / testing	Fair	Yes

Voice Generation

PLATFORM	PRICE	QUALITY	BEST FEATURE
ElevenLabs	\$5/mo (Starter)	Best-in-class	30k chars, voice cloning, Flash model (0.5x cost)
Fish Audio	\$15/mo	Very Good	Best value for high volume
OpenAI TTS	Pay-per-use	Good	Cheapest at very low volume

Video Assembly

PLATFORM	PRICE	BEST FOR	AUTOMATION?
Creatomate	\$25/mo	Template-based rendering	Full API
CapCut	Free	Manual editing	No API

B-Roll Generation

PLATFORM	PRICE	BEST FOR	QUALITY
Kling AI	\$37/mo (Pro)	Product b-roll, lifestyle shots	Very Good
Runway ML	\$12/mo (Standard)	Abstract/creative b-roll	Good
Pexels/Pixabay	Free	Generic stock footage	Varies

Tools to AVOID: Synthesia (too corporate, avatars don't look like UGC). Midjourney (no API, can't automate). CapCut for automation (no API, ByteDance gets content rights).

Our Recommended Stack UPDATED MAR 2026

Claude (\$20) + ElevenLabs Starter (\$5) + HeyGen Creator (\$29) + Creatomate (\$25)

Total: **\$79/month** for unlimited standard avatar videos

Same volume with traditional UGC creators: \$4,500-10,000/month. That's **99% savings**.

ElevenLabs Starter (30k chars) = ~60 scripts/mo. Use Flash model for 120 scripts. More than enough.

3. Cost Breakdown at Every Scale

The economics of AI UGC get better as you scale. Here's exactly what you'll spend at each volume tier, updated with March 2026 pricing.

Per-Video Cost by Volume

VOLUME	COST/VIDEO	MONTHLY TOTAL	VS TRADITIONAL UGC
1 video	\$12-15	\$12-15	95% savings
5 videos	\$8-10	\$40-50	97% savings
10 videos	\$6-8	\$60-80	97% savings
20 videos	\$4-6	\$80-120	98% savings
50 videos	\$3-5	\$150-250	99% savings
100 videos	\$2-3	\$200-300	99% savings

Where the Money Goes (Per Video @ 20/mo)

STEP	TOOL	COST/VIDEO	NOTES
Script	Claude Pro	\$1.00	\$20/mo unlimited
Voice	ElevenLabs	\$0.25	Starter \$5/mo, Flash model
Avatar	HeyGen	\$1.45	Standard = unlimited on Creator
Assembly	Creatomate	\$1.25	Template render
B-Roll	Kling AI / Stock	\$0.50	Optional AI-generated b-roll
Total per video		\$4.45	

Scaling Tiers

STARTER TIER

\$79/mo

~20-30 videos/month (~\$3-4/video)

- HeyGen Creator (unlimited std)
- ElevenLabs Starter (\$5)
- Creatomate Starter (\$25)
- Claude Pro (\$20)

SCALE TIER

\$474/mo

~100+ videos/month (~\$2-3/video)

- HeyGen Business (\$149)
- ElevenLabs Pro (\$99)
- Creatomate Growth (\$99)
- Claude Pro + API (\$20+)
- Kling AI Pro (\$37)

Want us to set up this entire stack for you?

We configure the tools, build the automation, produce your first 5 videos, and hand you the keys.

[Book a free 30-min strategy call](#)

4. Copy-Paste Prompts

These seven prompts power our entire production pipeline. Copy them into Claude or ChatGPT exactly as written. Replace the bracketed placeholders with your product details. These alone are worth more than the price of this playbook.

4a. UGC Script Generator

Generates a complete 30-60 second UGC ad script with hook, problem, discovery, demo, results, and CTA. Writes in a real person's voice, not a brand voice.

COPY-PASTE PROMPT

You are a direct-response UGC scriptwriter. Write a 30-45 second video ad script for the following product.

PRODUCT: [Product name]
WHAT IT DOES: [One sentence]
TARGET AUDIENCE: [Who buys this]
KEY BENEFIT: [The #1 outcome]
PRICE POINT: [Price or "premium" / "affordable"]
PLATFORM: [Meta / TikTok / YouTube]

Write the script using this exact structure:

****HOOK (0-3 seconds):****

An attention-grabbing opening line. Use one of these formats:

- Bold claim: "I stopped [common thing] and here's what happened"
- Question: "Why is nobody talking about [surprising fact]?"
- Pattern interrupt: Start mid-story or with an unexpected visual

****PROBLEM (3-10 seconds):****

Describe the pain point in the audience's own words. Make them think "that's exactly my problem." Be specific, not generic.

****DISCOVERY (10-18 seconds):****

How the speaker "found" this product. Frame as organic discovery, NOT an ad pitch. Use phrases like "I stumbled on..." or "My friend recommended..."

****DEMO/PROOF (18-30 seconds):****

Show or describe the product in action. Focus on the experience, not features. Use sensory language.

****RESULT (30-38 seconds):****

The transformation. Be specific: numbers, timeframes, before/after. Avoid vague claims.

****CTA (38-45 seconds):****

Natural close. Not salesy. "Link in bio" or "You can thank me later."

RULES:

- Write like a real person talking to a friend, NOT a brand

- Use "I" and "you" -- first person always
- Include one moment of vulnerability or humor
- Max 12 words per sentence
- Mark [B-ROLL: description] where visual cuts should happen
- Total word count: 90-130 words (30-45 seconds at speaking pace)

4b. A/B Variant Creator

Feed it one approved script, get back 4 variants optimized for different variables. This is how you test at volume without writing from scratch every time.

COPY-PASTE PROMPT

You are an A/B testing specialist for UGC video ads. Take the following approved script and create exactly 4 variants. Each variant changes ONE variable while keeping the rest identical.

APPROVED SCRIPT:

[Paste your winning/approved script here]

Create these 4 variants:

****VARIANT A - HOOK SWAP:****

Keep the entire script identical, but write 3 different opening hooks (first 2-3 seconds). Each hook uses a different psychological trigger:

1. Curiosity gap
2. Social proof / authority
3. Contrarian / controversial take

****VARIANT B - TONE SHIFT:****

Rewrite the same script in a completely different emotional tone. If the original is enthusiastic, make it calm. If serious, make it humorous and self-deprecating.

****VARIANT C - CTA VARIATION:****

Keep the script identical through the result section, but test 3 different CTAs:

1. Urgency-based ("This deal ends...")
2. Social proof ("Join 10,000+ people who...")
3. Risk reversal ("Try it free for 30 days...")

****VARIANT D - PROBLEM REFRAME:****

Keep hook and CTA, but rewrite the problem/discovery section to target a DIFFERENT pain point of the same audience. Same product, different angle.

For each variant, note what you changed and why, so the media buyer can track which variable drove the performance difference.

Testing math: 1 original + 4 variants = 5 creatives from one brief. At \$4-5/video, that's \$20-25 to test 5 different angles. Traditional UGC: \$1,500-2,500 for the same test. This is why AI UGC changes the economics of creative testing.

4c. Auto-QA Script Reviewer

Run every script through this before production. Scores on 14 criteria and tells you exactly what to fix. Saves you from wasting credits on weak scripts.

COPY-PASTE PROMPT

You are a UGC ad creative director reviewing scripts before production. Score the following script on a 0-70 scale and provide specific feedback.

SCRIPT TO REVIEW:

[Paste script here]

TARGET PLATFORM: [Meta / TikTok / YouTube]

TARGET AUDIENCE: [Who this is for]

Score each criterion (0-5 points each):

1. HOOK STRENGTH: Does the first line stop the scroll?
2. AUTHENTICITY: Does this sound like a real person, not a brand?
3. PROBLEM CLARITY: Is the pain point specific and relatable?
4. DISCOVERY FRAMING: Does the product intro feel organic?
5. PROOF/DEMO QUALITY: Is the product experience vivid?
6. RESULT SPECIFICITY: Are outcomes concrete (numbers, timeframes)?
7. CTA NATURALNESS: Does the close feel conversational?
8. PACING: Right length for the platform?
9. EMOTIONAL ARC: Does it build tension and release?
10. VISUAL DIRECTION: Are there enough [B-ROLL] cues?
11. WORD ECONOMY: No filler, every sentence earns its spot?
12. VULNERABILITY: Is there a human, imperfect moment?
13. PLATFORM FIT: Does the tone match platform culture?
14. FTC COMPLIANCE: No misleading claims or fake testimonials?

OUTPUT FORMAT:

- Total score: X/70
- Decision: APPROVE (55+), REVISE (40-54), REJECT (<40)
- Top 3 strengths
- Top 3 weaknesses with SPECIFIC rewrite suggestions
- Rewritten hook (if score < 4 on criterion 1)
- Rewritten CTA (if score < 4 on criterion 7)

4d. Hook Generator NEW IN V4

Generate 10 scroll-stopping hooks for any product in seconds. Each hook targets a different psychological trigger so you can A/B test opening lines without rewriting entire scripts.

COPY-PASTE PROMPT

You are a performance creative strategist specializing in UGC video ads. Generate 10 opening hooks (first 2-3 seconds of a video) for the following product.

PRODUCT: [Product name]

WHAT IT DOES: [One sentence]

TARGET AUDIENCE: [Who buys this]

PLATFORM: [Meta / TikTok / YouTube]

Generate exactly 10 hooks, each using a DIFFERENT psychological trigger:

1. CURIOSITY GAP - Make them need to know more
2. BOLD CLAIM - A specific, surprising statement
3. SOCIAL PROOF - Reference others who've experienced it
4. PAIN POINT - Hit the exact frustration they feel
5. CONTRARIAN - Challenge a common belief
6. STORY OPENER - Start mid-story for intrigue
7. QUESTION - Ask something they can't ignore
8. SHOCK VALUE - A jarring stat or fact
9. RELATABILITY - "Am I the only one who..."
10. URGENCY - Time-sensitive or scarcity-driven

RULES:

- Max 8 words per hook
- Must work WITHOUT context (viewer has no idea what's coming)
- Write as a real person, not a brand
- Include [VISUAL CUE] for what the viewer sees during each hook
- Rate each hook 1-5 on scroll-stopping power

4e. Script-to-Visual Storyboard NEW IN V4

Turn any approved script into a shot-by-shot visual plan. This tells your Creatomate template or manual editor exactly what to show at each timestamp.

COPY-PASTE PROMPT

You are a UGC video director creating a shot-by-shot storyboard for production. Convert the following script into a detailed visual plan.

SCRIPT:

[Paste your approved script here]

PRODUCT: [Product name]

BRAND COLORS: [Primary, secondary colors]

AVAILABLE ASSETS: [Product photos, lifestyle images, b-roll clips, logo]

For each section of the script, provide:

```
| TIMESTAMP | AUDIO | VISUAL | OVERLAY TEXT | TRANSITION |
|-----|-----|-----|-----|-----|
```

Include:

- Exact start/end times for each shot
- Camera angle description (close-up, medium, wide)
- Avatar vs b-roll vs product shot decisions
- Caption text that appears on screen
- Any text overlays, arrows, or callouts
- Transition type between shots (cut, fade, zoom)

Also specify:

- THUMBNAIL FRAME: Which moment to use for the video thumbnail
- SAFE ZONES: Any text that must stay in center 80% (for Reels/TikTok UI)
- END CARD: Exact layout for CTA screen (text, button, URL placement)

Format as a table that a video editor can follow shot-by-shot.

4f. Competitor Ad Analyzer NEW IN V4

Paste a competitor's ad script or describe their video, and this prompt reverse-engineers what's working and generates a better version for your product.

COPY-PASTE PROMPT

You are a competitive intelligence analyst for UGC video ads. Analyze the following competitor ad and create a superior version for my product.

COMPETITOR AD SCRIPT/DESCRIPTION:

[Paste competitor's script or describe their video ad]

MY PRODUCT: [Product name]

MY KEY DIFFERENTIATOR: [What makes yours better/different]

MY TARGET AUDIENCE: [Who buys this]

MY PLATFORM: [Meta / TikTok / YouTube]

ANALYSIS:

1. What psychological triggers does the competitor use?
2. What's the hook strategy? (First 3 seconds)
3. What proof/social proof do they include?
4. What's the emotional arc? (Problem -> Solution -> Result)
5. What's the CTA strategy?
6. Score their ad 1-10 on: Hook, Authenticity, Proof, CTA

COUNTER-STRATEGY:

Based on the analysis, write a UGC script for MY product that:

- Uses a stronger hook (exploit what they missed)
- Addresses the same pain point from a better angle
- Includes more specific proof/results
- Feels more authentic and less "ad-like"
- Has a more compelling CTA

Output the full script in the standard format:

HOOK -> PROBLEM -> DISCOVERY -> DEMO -> RESULT -> CTA

4g. Platform-Specific Adapter NEW IN V4

Take one script and adapt it for each platform's unique culture and format. One brief, four platform-native versions.

COPY-PASTE PROMPT

You are a platform-native content strategist. Take the following UGC script and create optimized versions for each platform.

ORIGINAL SCRIPT:

[Paste your approved script here]

PRODUCT: [Product name]

TARGET AUDIENCE: [Who buys this]

Create 4 platform-specific versions:

****META REELS (9:16, 30-45s):****

- Hook in first 1 second (thumb-scroll speed)
- Emotional, relatable tone
- Strong visual text overlays
- Soft CTA ("link in bio" / "comment for details")

****TIKTOK (9:16, 15-30s):****

- Trend-aware format (stitch, duet, or native)
- Casual, unfiltered energy
- Pattern interrupt hook
- Community-driven CTA ("save this for later")
- Include trending sound suggestion if relevant

****YOUTUBE SHORTS (9:16, 30-60s):****

- Educational or "did you know" angle
- More detailed demo section (YouTube viewers expect depth)
- Subscribe + channel mention CTA
- Slightly more polished production feel

****LINKEDIN (1:1 or 4:5, 30-45s):****

- Professional but not corporate
- Lead with business outcome or ROI
- Data-driven proof points
- CTA: "Comment [keyword] for details" or "Link in first comment"

For each version, note: word count, estimated duration, key differences from original, and why those changes match the platform algorithm.

These 7 prompts took weeks of testing to build. If you want custom prompts tuned for YOUR specific product and audience, we build those too.

Email us: growth@shivendrarawat.com

5. Real Script Examples (5 Niches)

Five complete scripts generated by our prompts, reviewed by our QA, production-ready. Use these as templates for your own products.

Example 1: Skincare Serum (D2C, Meta Ads)

QA SCORE: 62/70 - APPROVED

HOOK: "Okay I need to talk about what just happened to my skin."

[B-ROLL: Close-up of clear, glowing skin]

PROBLEM: "So I've been dealing with this dull, tired-looking skin for months. Tried the expensive stuff. Tried the drugstore stuff. Nothing was working and I was honestly about to give up."

DISCOVERY: "Then my roommate literally shoved this bottle in my face and said 'just try it for two weeks.' I was skeptical but whatever."

[B-ROLL: Product being held, label visible]

DEMO: "It's this vitamin C serum. You put on 3-4 drops after washing your face. Absorbs in seconds. Not sticky, not greasy. Which I actually love."

[B-ROLL: Applying drops to hand, then face]

RESULT: "Week one my skin looked brighter. By week three, people at work were asking what I changed. Not exaggerating."

CTA: "I'll leave the link below. Your future skin will thank you."

128 words | ~42s | Voice: Female, 25-30, warm conversational

Example 2: Project Management SaaS (B2B, LinkedIn)

QA SCORE: 58/70 - APPROVED

HOOK: "We were using 6 different tools to manage one project. Six."

[B-ROLL: Split screen of Slack, email, spreadsheets]

PROBLEM: "My team spent more time updating status docs than doing actual work. Every Monday: 'wait, where is that file again?' Embarrassing."

DISCOVERY: "Our CTO set up [Product] during a weekend. No migration pain, no 3-month rollout."

[B-ROLL: Clean dashboard view]

DEMO: "Now everything lives in one place. Tasks, docs, timelines, comms. One tab in the morning and I know exactly what needs to happen."

RESULT: "We cut meeting time by 40% in the first month. We actually tracked it. Forty percent."

CTA: "Free plan gets you started. Link's in the comments."

122 words | ~38s | Voice: Male, 35, confident casual

Example 3: Meal Kit Delivery (D2C, TikTok)

QA SCORE: 60/70 - APPROVED

HOOK: "I spent \$400 on takeout last month. FOUR. HUNDRED. DOLLARS."

[B-ROLL: Screenshot of food delivery app total]

PROBLEM: "I kept telling myself I'd cook more but who has the energy to plan meals, buy groceries, and prep everything after a 10-hour day?"

DISCOVERY: "My sister's been using [Brand] for 6 months and I finally caved."

[B-ROLL: Box arriving, opening it]

DEMO: "Everything comes pre-portioned. Recipe card is idiot-proof. I mean that as a compliment. Made butter chicken in 25 minutes. Took me longer to decide what to order on DoorDash."

[B-ROLL: Cooking montage, finished plate]

RESULT: "First week saved \$87 compared to usual takeout spend. And I actually ate vegetables. Shocking."

CTA: "Link in bio. First box is like \$5 per meal. You're welcome."

131 words | ~44s | Voice: Female, 28, energetic self-deprecating

Example 4: Fitness App (D2C, YouTube Shorts)

NEW

QA SCORE: 61/70 - APPROVED

HOOK: "I cancelled my gym membership. Best decision I ever made."

[B-ROLL: Person working out at home, small space]

PROBLEM: "I was paying \$60 a month for a gym I went to maybe twice. The commute alone killed my motivation. Twenty minutes each way just to do thirty minutes of exercise."

DISCOVERY: "Saw someone on Reddit talking about [Product]. Downloaded it thinking it'd be another useless app collecting dust."

[B-ROLL: App interface, workout selection screen]

DEMO: "It builds a custom plan based on your goals and what equipment you have. Mine? A yoga mat and two dumbbells. Each workout is 20-30 minutes. It tells you exactly what to do, with video demos for every move."

[B-ROLL: Timer counting down, exercise demonstration]

RESULT: "Three months in. Down 14 pounds. Haven't missed a single week. And I'm saving \$720 a year on that gym membership I never used."

CTA: "Free for 7 days. Link in description. Your couch is closer than you think."

145 words | ~48s | Voice: Male, 30, honest and slightly self-deprecating

Example 5: Online Course / Info Product (B2B, Meta Ads)

NEW

QA SCORE: 57/70 - APPROVED

HOOK: "Stop watching free YouTube tutorials. Seriously."

[B-ROLL: Browser with 47 open tabs, overwhelmed face]

PROBLEM: "I spent 6 months trying to learn [Skill] from free content. Watched hundreds of hours. Still couldn't do it properly. The problem? No structure. No feedback. No accountability."

DISCOVERY: "A friend who was making \$8K/month freelancing told me about [Product]. Said it was the only course that actually made them money."

[B-ROLL: Course interface, clean module layout]

DEMO: "It's not just videos. You get assignments with real feedback. A community that actually responds. And a portfolio you can show clients. Finished the whole thing in 4 weeks doing an hour a day."

RESULT: "Landed my first paying client 2 weeks after finishing. Charged \$1,500 for something I couldn't do 6 weeks ago. The course was \$299."

CTA: "Enrollment closes Friday. Link below if you're done wasting time on free content."

148 words | ~50s | Voice: Male/Female, 28, real and direct

Adapting These to Your Product

1. **Match voice to buyer.** A 22-year-old TikTok user doesn't talk like a 45-year-old LinkedIn VP.
2. **Replace generic with specific.** "It works great" becomes "I saved \$87 in week one."
3. **Add self-deprecation.** Perfect people aren't relatable. Slightly flawed people are.
4. **Keep hooks under 8 words.** The first line needs to land before the thumb scrolls.
5. **Read it out loud.** If it sounds like marketing copy when spoken, rewrite it.

Pattern to notice: All five scripts follow the same structure but sound completely different. The structure is the system. The personality is the variable. That's what makes this scalable.

6. The Hook Library (30+ Proven Templates)

The first 2 seconds determine everything. 30+ proven templates organized by psychological trigger. Fill in the brackets.

Curiosity Hooks

1. "Nobody talks about this but [surprising insight about your industry]"
2. "I was [today] years old when I found out [counterintuitive fact]"
3. "The reason your [thing] isn't working is probably this"
4. "What [expert/friend] told me about [topic] changed everything"
5. "I've been doing [thing] wrong my entire life"

Pain / Problem Hooks

6. "I spent \$[amount] on [category] before I figured this out"
7. "If your [thing] looks like this, we need to talk"
8. "I was so tired of [frustration] that I [extreme action]"
9. "Stop [common mistake]. Here's what to do instead"
10. "This is what \$[amount]/month of [thing] gets you"

Social Proof Hooks

11. "[Number] people asked me about [thing] so here's the answer"
12. "My [friend/mom/roommate] got me hooked on this"
13. "This has [X stars / X reviews] and I finally understand why"

Contrarian / Hot Take Hooks

16. "Unpopular opinion: [bold stance on industry norm]"
17. "I stopped [common thing] and here's what happened"
18. "[Popular product/method] is overrated. Fight me."
19. "The [industry] doesn't want you to know this"
20. "Hot take: [thing everyone does] is a waste of money"

Story / Situation Hooks

21. "Okay I need to talk about what just happened"
22. "POV: You finally found a [product] that actually works"
23. "Day [X] of using [product] and I have thoughts"
24. "I almost didn't buy this. Glad I did."
25. "Things I wish I knew before [buying/starting/trying]"

Shock / Data Hooks

NEW

26. "[Specific number] in [timeframe]. Here's how."
27. "The average person wastes \$[X] a year on [thing]"
28. "[X]% of people don't know this about [category]"
29. "I tracked my [thing] for 30 days. The results shocked me."

14. "Everyone in my [office/gym/friend group] uses this now"

15. "My entire feed is talking about this"

30. "This costs less than your daily coffee. Does 10x more."

Testing protocol: For every concept, produce 3+ hook variants from different categories. Run 48 hours with equal budget. Kill losers, scale winners. Repeat weekly.

7. Make.com Automation Blueprint

Four linked scenarios that take a brief from Airtable and deliver a finished video to Google Drive. Zero manual intervention after the initial brief.

Prerequisites: Make.com Teams (\$34/mo), Airtable Team (\$20/mo), API access to ElevenLabs, HeyGen, and Creatomate.

Scenario 1: Brief → Script Generation

TRIGGER: NEW RECORD IN AIRTABLE "BRIEFS" TABLE

1. **Airtable:** Watch for new records with Status = "New"
2. **HTTP (Claude API):** Send brief to Claude Haiku with UGC Script prompt
Endpoint: POST `api.anthropic.com/v1/messages` | Model: `claude-haiku-4-5` | Cost: ~\$0.005/script
3. **HTTP (Claude API):** Run QA prompt on generated script
4. **Router:** Score ≥ 55 → Approved | 40-54 → Needs Revision | <40 → Rejected

Ops: 5-7 per script | **Frequency:** Every 15 min

Scenario 2: Script → Voice

TRIGGER: STATUS CHANGED TO "APPROVED"

1. **Airtable:** Watch for Status = "Approved"
2. **HTTP (ElevenLabs):** POST `/v1/text-to-speech/[voice_id]`
Use Flash model (0.5x credits). `stability=0.4`, `similarity_boost=0.7` for natural UGC feel.
3. **Google Drive:** Upload audio to `/UGC-Pipeline/Audio/`
4. **Airtable:** Update with audio URL, Status = "Voice Done"

Ops: 4 per script | **Frequency:** Every 15 min

Scenario 3: Voice → Avatar Video

TRIGGER: STATUS CHANGED TO "VOICE DONE"

1. **HTTP (HeyGen):** POST /v2/video/generate with avatar + audio

Standard avatars = unlimited. Set 1080x1920 for 9:16.

2. **Webhook wait:** HeyGen callback when render completes (~2-4 min)

3. **HTTP:** Download video → **Google Drive:** Upload to /Avatar-Videos/

4. **Airtable:** Update with video URL, Status = "Avatar Done"

Ops: 6-7 per video | **Frequency:** Webhook-triggered

Scenario 4: Assembly → Delivery

TRIGGER: STATUS CHANGED TO "AVATAR DONE"

1. **HTTP (Creatomate):** POST /v1/renders with merge avatar with template

Template: caption layer, logo, b-roll slots, end card CTA. 720p for social.

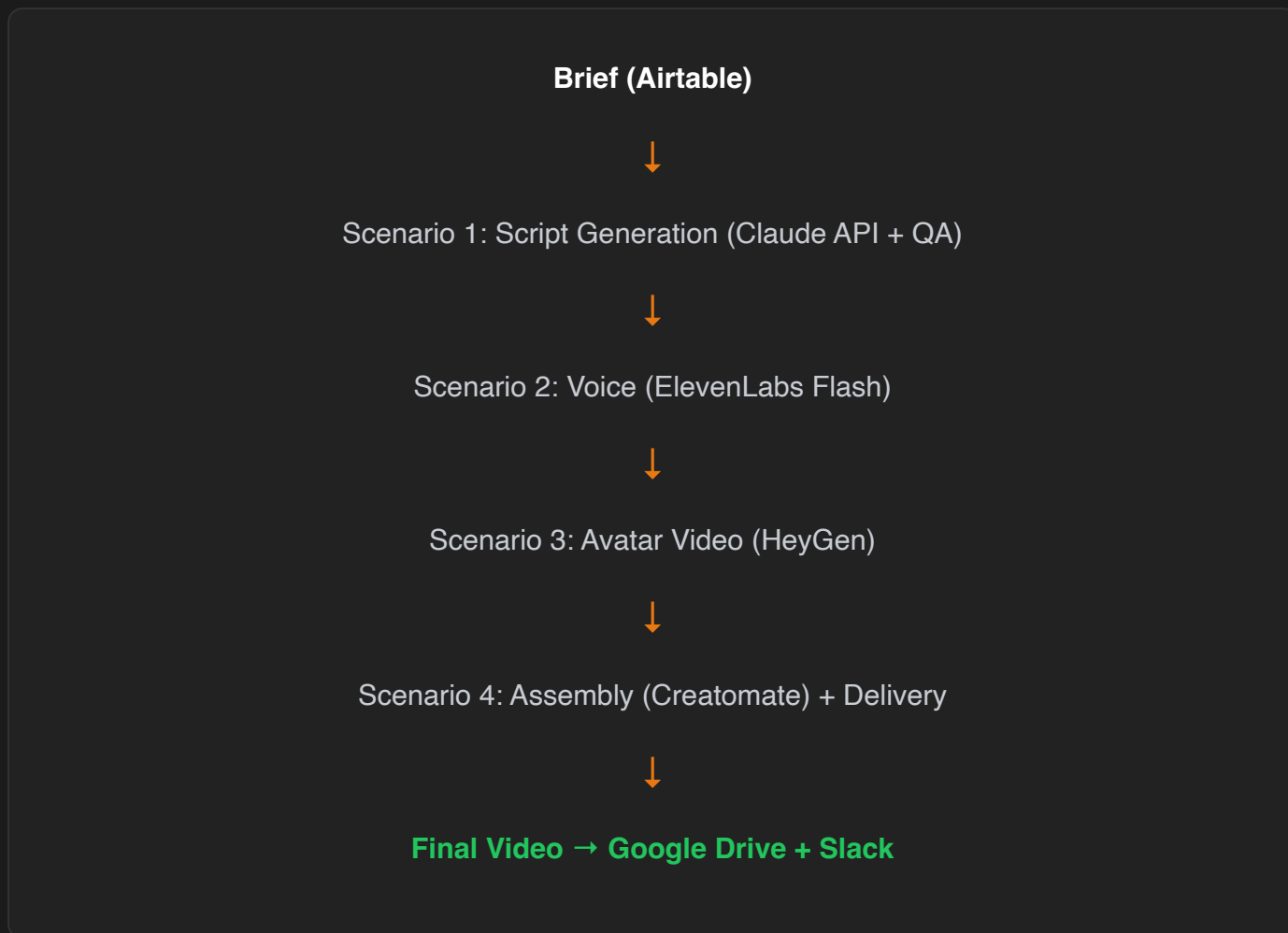
2. **Webhook wait:** Creatomate callback on render complete

3. **Google Drive:** Upload final video to /Final-Videos/

4. **Airtable:** Status = "Complete" | **Slack:** Notify #ugc-delivery

Ops: 6-8 per video | **Frequency:** Webhook-triggered

Full Pipeline Flow



Automation Overhead Cost

TOOL	PLAN	MONTHLY	PURPOSE
Make.com	Teams	\$34	Orchestration (10,000 ops)
Airtable	Team	\$20	Production database
Google Drive	Business	\$7	File storage
Total overhead		\$61/mo	Shared across all videos

Ops math: ~20-25 Make.com operations per video. Teams plan = 10,000 ops/month = 400-500 videos capacity. Way more than enough.

Don't want to build this yourself?

We set up the entire Make.com + Airtable pipeline, test it end-to-end, and train your team to use it. Typical setup: 1-2 weeks.

[Book a setup call](#)

8. Airtable Production Database Schema

One base, four linked tables. Copy this schema to set up your production database in 15 minutes.

Table 1: Briefs

FIELD	TYPE	NOTES
Brief ID	Auto Number	UGC-001, UGC-002
Product Name	Single Line	
Product Description	Long Text	What it does, for whom
Target Audience	Single Line	Demo + psycho
Key Benefit	Single Line	#1 outcome
Platform	Single Select	Meta/TikTok/YT/LI
Tone	Single Select	Casual/Pro/Humor/Edgy
Status	Single Select	New/Approved/Rejected
Client	Link	→ Clients table

Table 2: Scripts

FIELD	TYPE	NOTES
Script ID	Auto Number	
Brief	Link	→ Briefs table
Script Text	Long Text	Full generated script
QA Score	Number	0-70 from QA prompt
QA Feedback	Long Text	Strengths + weaknesses
Status	Single Select	Draft/Approved/Revision
Variant	Single Select	Original/Hook/Tone/CTA

Table 3: Assets

FIELD	TYPE	NOTES
Script	Link	→ Scripts table
Audio URL	URL	ElevenLabs → Drive
Avatar Video URL	URL	HeyGen → Drive
Final Video URL	URL	Creatomate → Drive
Stage	Single Select	Voice/Avatar/Assembly/Done

Table 4: Clients

FIELD	TYPE	NOTES
Client Name	Single Line	
Brand Guidelines	Attachment	Logo, colors, fonts
Preferred Avatar	Single Line	HeyGen avatar ID
Preferred Voice	Single Line	ElevenLabs voice ID
Monthly Volume	Number	Target videos/month

9. Platform Ad Specs Quick Reference

Every spec you need for exporting. Bookmark this page.

Meta (Facebook + Instagram)

PLACEMENT	RATIO	RESOLUTION	MAX
Feed	1:1 / 4:5	1080x1080/1350	240m
Stories/Reels	9:16	1080x1920	90/60s

TikTok

PLACEMENT	RATIO	RESOLUTION	MAX
In-Feed/TopView	9:16	1080x1920	60s

YouTube

PLACEMENT	RATIO	RESOLUTION	DURATION
Shorts	9:16	1080x1920	60s max
In-Stream	16:9	1920x1080	15-30s

LinkedIn

PLACEMENT	RATIO	RESOLUTION	DURATION
Feed	1:1 / 4:5	1080x1080/1350	30s ideal

Universal Export Settings

Codec: H.264 | **Container:** MP4 | **Frame rate:** 30fps | **Audio:** AAC 128kbps | **Bitrate:** 8-12 Mbps at 1080p | **Safe zones:** Keep text/faces in center 80%

10. Money-Saving Hacks UPDATED PRICING

These optimizations cut per-video cost by 50-70%. Apply all of them.

1. HeyGen Standard = Unlimited

As of Feb 2026, Creator (\$29/mo) includes unlimited standard avatar videos. Premium Credits only for Avatar IV and lip-synced translation. Test as many variants as you want at zero marginal cost.

2. ElevenLabs Starter (\$5/mo)

30,000 credits/month. Flash model = 60,000 effective characters = ~120 scripts. That's 120 videos/month for \$5.

4. Batch Your Renders

Plan content calendar, render in batches. Avoids the "one-off tax" and uses credits efficiently.

5. Reuse Audio Across Variants

One voiceover + different avatars/backgrounds/b-roll = multiple variants. Audio cost stays fixed while output multiplies.

6. Claude Haiku for API Scripts

Claude Haiku 4.5 costs ~\$0.005 per script via API. Half a cent. More than good enough for UGC. Save Opus for strategy.

3. Use Annual Plans

TOOL	MONTHLY	ANNUAL	SAVE
HeyGen	\$29	\$24	\$60/yr
ElevenLabs Pro	\$99	\$79	\$240/yr
Creatomate	\$25	\$20	\$60/yr
Total			\$360/yr

7. Render at 720p for Social

Creatomate charges more for higher res. 720p looks fine on mobile (95%+ of social video). Save 1080p for YouTube/website.

8. Free Tier Testing

Most tools have free tiers. Use them for proof-of-concept before committing to paid plans.

11. Quality Optimization Tips

The difference between AI UGC that converts and AI UGC that wastes budget.

Video Quality

- **Match avatar to audience:** 25yo female for skincare, 40yo male for B2B SaaS
- **Hook in 2 seconds:** First line must stop the scroll. Test 10+ hooks per concept.
- **Caption everything:** 85% of social video is watched without sound
- **Cut every 5-8 seconds:** Never show talking head for 45s straight. Add b-roll, product shots, text.
- **Add micro-imperfections:** Small pause, looking away. Reads as authentic.

Caption Best Practices

- **Position:** Center-bottom (above platform UI)
- **Font:** Bold sans-serif (Impact, Montserrat Bold)
- **Size:** Readable at arm's length on phone
- **Background:** Semi-transparent black box or text shadow
- **Style:** Max 2 lines. Highlight key words.
- **Animation:** Word-by-word keeps eyes glued

Testing Strategy

- **Test at volume:** 10 variants per concept, 48-72hr equal budget, kill bottom 70%, scale top 30%
- **Isolate one variable:** Use A/B prompt to change one element per variant
- **Weekly creative refresh:** Replace 25-30% of library every week
- **Track hook-through rate:** Past 3s but no convert = offer problem. Under 3s = hook problem.

Audio Quality Checklist

- No clipping or distortion
- Consistent volume (normalize to -3dB)
- Natural pacing with breathing pauses
- Emphasis on key words (benefits, numbers, brand name)
- Background music at 10-15% volume if used

Invest in script quality. A great script with a standard avatar outperforms a mediocre script with a premium avatar. Spend money on the message, not the messenger.

12. The 80/20 Hybrid Strategy

EXPANDED IN V4

The smartest brands in 2026 don't choose between AI and human UGC. They use both strategically. This section shows you exactly when, why, and how.

Use AI for 80% of testing. Use humans for 20% of scaling.

AI generates 50 ad variants at \$5 each = \$250. You test them all. Find the 3-5 winners. Then brief human UGC creators to remake ONLY the proven winners in a more personal, authentic style. Cost: \$300-500 per human video. But now you know it works.

Why Hybrid Beats Pure AI or Pure Human

APPROACH	COST TO TEST 50 ANGLES	TIME	QUALITY	VERDICT
Pure Human UGC	\$15,000-25,000	4-6 weeks	Authentic	Too expensive to test
Pure AI UGC	\$250	2-3 days	Good, not perfect	Great for testing, not scaling
Hybrid (AI + Human)	\$250 + \$1,500	1-2 weeks	Best of both	Optimal ROI

Why This Works

- **Testing is the expensive part.** 50 variants with human creators = \$15,000-25,000. With AI = \$250. Same learning, 99% less risk.
- **AI finds the angle. Humans sell the angle.** AI is faster at discovering what hooks, tones, and pain points resonate. Humans deliver those winning angles with more authenticity.
- **You never waste a human creator brief.** Every human UGC video you commission is based on a proven AI winner. No more guessing.

The 5-Week Hybrid Process

- 1 Week 1-2:** Generate 30-50 AI UGC variants across different hooks, tones, and angles.
Cost: \$150-250.
- 2 Week 2-3:** Run all variants as ads with equal budget. Measure hook-through rate, CTR, CPA.
- 3 Week 3:** Identify top 5 performers. Document exactly what made them win (hook style, tone, pain point).
- 4 Week 4:** Brief 3-5 human UGC creators with the winning formula. They remake the winners with real authenticity.
- 5 Ongoing:** AI for testing new angles (80%). Humans for scaling proven angles (20%).

Hybrid Cost Breakdown NEW

PHASE	WHAT	COST	OUTPUT
AI Testing	50 AI UGC variants	\$250	50 test creatives
Ad Spend (Testing)	\$5/variant x 48hrs	\$500	Performance data on 50 angles
Human UGC (Winners)	5 creators x \$350 avg	\$1,750	5 high-quality proven creatives
Assembly	Creatomate templates	\$25	Multiple format exports
Total Investment		\$2,525	55 creatives (50 AI + 5 human)

Compare: hiring 5 human creators to shoot 50 videos without testing = \$17,500+ and you'd still be guessing which angles work.

When to Use Cloud-Only vs Hybrid NEW

Cloud-Only (100% AI)

- Ad spend under \$5K/month
- Testing new markets or products
- High creative volume, low budget
- Rapid iteration needed (daily)
- B2B / LinkedIn where polish < substance
- Internal testing before launch

Monthly cost: \$79-150

Hybrid (AI + Human)

- Ad spend over \$5K/month
- Scaling proven winners to new budgets
- Brand awareness campaigns
- Products requiring trust (health, finance)
- TikTok/Instagram where authenticity is key
- Competing in saturated markets

Monthly cost: \$500-3,000

When you send a brief to a human UGC creator, include:

1. **The winning AI script** (exact words that performed)
2. **Performance data** ("This hook got 4.2% CTR, 2x the average")
3. **What NOT to change** (usually the hook and the pain point)
4. **What TO personalize** (their own experience, their own words for the demo section)
5. **Reference video** (the AI version, so they understand the pacing and tone)
6. **Platform + aspect ratio + length target**

Creator pricing guide (2026): Nano creators (1-10K followers): \$50-150/video. Micro (10-50K): \$150-400/video. Mid-tier (50-200K): \$400-1,000/video. For UGC ads, nano and micro often perform best because they feel more authentic.

Industry insight (2026): Brands spending \$5K-100K/mo on paid social are seeing 30-40% lower CPA using this hybrid approach compared to either pure AI or pure human UGC alone.

13. FTC Compliance Checklist

Non-negotiable. The FTC's 2025 guidance on AI content has clear requirements, and New York's AI disclosure law (June 2026) adds \$1,000-\$5,000 per violation.

COMPLIANCE CHECKLIST

- AI avatars do NOT claim to be real customers sharing real experiences
- No fabricated testimonials or fake reviews from AI presenters
- All product claims truthful and substantiated
- Disclosure when AI avatar could be confused with real endorser
- Ad clearly identified as advertisement
- No misleading before/after comparisons with AI imagery
- Health, financial, results claims comply with FTC guidelines
- Landing page messaging aligns with ad claims
- "AI-generated content" label in video (auto-add via Creatomate)

Safe Approaches (Use These)

- **Presenter/explainer:** "Here is how this product works" — compliant
- **Feature walkthrough:** Demonstrating features without personal claims — compliant
- **Educational content:** Teaching about your product's category — compliant
- **Clearly labeled AI demos:** "This AI presenter will show you..." — transparent

Risky Approaches (Avoid)

- AI saying "I've been using this for 3 months..." — **not compliant**
- Fake "unboxing" or "first impression" — **misleading**
- AI before/after results — **requires real substantiation**
- AI avatar resembling a specific real person — **legal liability**

NY Law (June 2026): \$1,000-\$5,000 per violation for undisclosed AI in advertising. Build the "AI-generated" label into your Creatomate template so it's automatic on every video. Zero manual steps = zero compliance gaps.

14. ROI Calculator Framework

Fill in your numbers. The math usually shocks people.

Your Current State

A. UGC videos per month? _____ videos

B. Avg cost per video? \$ _____

C. Avg production time? _____ days

D. Monthly spend (A x B) \$ _____

With AI UGC

E. Target videos (3-5x current) _____ videos

F. Cost per AI video (\$4-6) \$ _____

G. Monthly tools (\$79 starter) \$ _____

H. AI cost (E x F + G) \$ _____

Your ROI

\$ _____

Monthly savings (D - H)

_____ %

% saved (D-H)/D x 100

_____ **more**

Extra videos/month (E - A)

Real Example: D2C Skincare Brand

ACTUAL CLIENT NUMBERS

Before: 8 videos/month x \$350 = \$2,800/month. 5 days per video.

After: 30 videos/month x \$5 + \$79 tools = \$229/month. Same-day delivery.

Result: **\$2,571/month saved (92% reduction)**. 3.75x more output. 5 days → 30 minutes.

Annual savings: \$30,852

Real Example: B2B SaaS (Hybrid Approach)

NEW

ACTUAL CLIENT NUMBERS

Before: 4 videos/month x \$500 = \$2,000/month. 1 week per video.

After (Hybrid): 40 AI variants (\$200) + 4 human remakes of winners (\$1,400) = \$1,600/month.

Result: **\$400/month saved** with **10x more angles tested** and **30% lower CPA** because every human video was a proven winner.

True ROI: CPA reduction saved \$4,200/month in ad efficiency

15. 30-Day Launch Plan

Week by week, from zero to running AI UGC pipeline. Each week builds on the last.

Week 1: Foundation (Days 1-7)

- [] **Day 1:** Sign up for Claude Pro + HeyGen Creator
- [] **Day 1:** Copy UGC Script Generator prompt into Claude Project
- [] **Day 2:** Write 3 scripts. Run through QA prompt
- [] **Day 3:** Sign up ElevenLabs Starter. Generate voiceovers for top 2
- [] **Day 4:** Create first avatar video (Standard avatar)
- [] **Day 5:** Export and review against QC checklist
- [] **Day 6-7:** Create 2 more. **3 videos by end of Week 1.**

Spent: ~\$54 | **Produced:** 3 videos

Week 2: Testing (Days 8-14)

- [] **Day 8:** Upload 3 videos to ad platform. A/B test.
- [] **Day 9-10:** Produce 5 more variants using A/B prompt
- [] **Day 11:** Sign up Creatomate. Build first template.
- [] **Day 12:** Assemble 5 variants in Creatomate
- [] **Day 13:** Review ad performance. Kill losers, note winners.
- [] **Day 14:** Upload 5 new. **8 active creatives.**

Spent: ~\$79 + ad spend | **Produced:** 8 videos

Week 3: Scaling (Days 15-21)

- [] **Day 15:** Analyze Week 2 data. ID best hook + tone.
- [] **Day 16-17:** Produce 10 new videos with winning patterns
- [] **Day 18:** Set up Airtable production database
- [] **Day 19:** Sign up Make.com Teams. Build Scenario 1
- [] **Day 20:** Build Scenario 2. Test end-to-end.
- [] **Day 21:** Upload 10 new. **18 total videos.**

Spent: ~\$133 + ad spend | **Produced:** 18 videos

Week 4: Automation (Days 22-30)

- [] **Day 22-23:** Build Make.com Scenarios 3 + 4
- [] **Day 24:** Test full pipeline: brief → video
- [] **Day 25-26:** Produce 15+ videos through pipeline
- [] **Day 27:** Set up weekly creative refresh cadence
- [] **Day 28-30:** Document SOPs. **Repeatable system.**

Total: ~\$133/mo tools | **Month 1:** 30+ videos

16. Troubleshooting Guide

Common issues and how to fix them. Bookmark this page.

Script Issues

PROBLEM	FIX
Scripts too "markety"	Add "Write like a 25yo talking to a friend" to prompt
Scripts too long	Add "STRICT: Max 120 words" to prompt
Low QA scores	More specifics in Product Description and Key Benefit
All scripts same	Use A/B variant prompt. Change Tone field.

Avatar / Video Issues

PROBLEM	FIX
Lip sync off	Trim silence from audio start. Use HeyGen adjustment.
Uncanny avatar	Use HeyGen's latest Standard avatars
Slow render	720p first, 1080p final only. Avoid peak hours.

Voice Issues

PROBLEM	FIX
Robotic pacing	stability=0.3-0.4. Add "..." for pauses.
Mispronounced words	Phonetic spelling: "Noo-troh-pix"
Voice/avatar mismatch	Match voice age/gender to avatar. Test 2-3.

Make.com Issues

PROBLEM	FIX
Scenario stops	Add retry (3x, 30s delay). HeyGen takes 3-5 min.
Ops running out	Switch to webhook triggers. Saves 10-15 ops/video.
Airtable not updating	Field names are case-sensitive. Double-check.

Debugging rule: Check Make.com execution log first (Scenarios → History). 90% of issues are in the error message. The other 10% are API rate limits — add 5s delay between calls.

You Have Everything You Need

The tool stack. The prompts. The automation blueprint. The scripts.
The hybrid strategy. The launch plan. The troubleshooting guide.

The only thing left is to start.

\$79

Monthly starter cost

30min

Script to published ad

99%

Savings vs traditional

30+

Videos in Month 1

Want Us to Build This For You?

We set up the entire pipeline: tools, automation, templates, first batch of videos, and train your team to run it. Most setups take 1-2 weeks. You go from zero to producing AI UGC at scale.

BOOK YOUR FREE STRATEGY CALL

Questions? Ideas? Just want to chat AI UGC?

growth@shivendrarawat.com

Second Step | A performance marketing agency powered by AI

getsecondstep.com | growth@shivendrarawat.com

More playbooks at getsecondstep.com/ugc-video-playbooks

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