

# The Full-Time Creator Blueprint

## What This Guide Is

This guide is built for travel creators who want to move beyond free stays and start getting paid consistently to create content for hotels and B&Bs. Whether you've landed your first few collaborations or are starting from scratch, this is your roadmap to turning short-term perks into long-term income.

## Your Paid UGC Progression

The typical journey from free to paid content gigs usually follows these stages:

- Free stays in exchange for content (your foot in the door)
- Free stays + bonuses like food, activities, transport
- Hotels start offering small payments per post or per deliverable
- Monthly content retainers (e.g. £300/month to create 4 reels)
- Consistent multi-property contracts and full-time income

## How to Build Proof

Even without a big following, you can prove your value by:

- Showing previous hotel content in a clean portfolio (Google Drive or Canva)
- Adding simple testimonials (even informal WhatsApp quotes)
- Tracking and sharing content performance: views, saves, shares, CTR
- Emphasising your reliability and speed - hotels value that more than 'aesthetic'

## How to Pitch Paid Work

The best time to pitch is after you've already delivered value. Wait until you've:

- Sent the final videos
- Heard positive feedback
- Noticed high views or bookings

Then say something like:

'Really enjoyed working on this content - if you ever need regular video content, I'd love to offer a monthly package. Let me know if that's of interest and I can send over details.'

## Setting Your Prices

Start with achievable packages:

Starter (for small hotels):

- £50-100 per video or photo set

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Growth Package:

- £300/month for 4 reels + 10 photos + captions

High End:

- £500-800/month depending on usage rights and location

Keep your offer simple and value-led. Don't charge by the hour.

## Systemising Your Outreach

Treat your content creation like a business:

- Use Google Sheets or Notion to track leads, conversations, and deals
- Create a folder template you reuse for each collab (deliverables, feedback, final files)
- Use tools like Wise, PayPal or Stripe for smooth international payments
- Batch content when possible, and automate pitch follow-ups using email tools

## Final Thoughts

Becoming a full-time travel creator isn't about luck or going viral. It's about treating it like a business: deliver great content, communicate clearly, and systemise what works. The hotels that pay are the ones that see you as a reliable content partner - not just a guest with a camera.