

## How to Charge for UGC After Your First Free Stay

A free stay is just the start. Most creators leave money on the table, but hotels do have budget - you just need to show value. This guide walks you through how to turn those free stays into paid gigs.

### Know Your Value

- - List what you delivered: Reels, story sets, photos.
- - Estimate the value (e.g., a 15k-view Reel could be worth £200+ in ad spend).
- - Explain your work in business terms (ROI, visibility, engagement).

### Perfect Timing: When to Pitch

- - Wait a week after your stay.
- - Send them performance results and feedback.
- - Pitch future work clearly, tying it back to value.

### The Pitch Structure

- - Start with gratitude and feedback.
- - Share results like view count, saves, and shares.
- - Offer specific services: content packs, highlight reels, seasonal campaigns.
- - Be clear with pricing and next steps.

### How to Price Your Work

- - Example prices:
- - 1x Reel + 10 edited photos: £80 to £150
- - Monthly content package: £250 to £600
- - Add-ons: voiceover, versioning, usage rights, etc.
- - Offer tiers but keep pricing simple.

### Dealing With Pushback

- - If they say no budget:
- - Suggest affiliate or referral models.
- - Offer seasonal discounts.

# MUOB Creator Guide

- - Know when to walk away - don't chase dead leads.

## Template Library

- - Follow-up after 1 week
- - Soft pitch message after good feedback
- - Checking in email for ghosted responses

## Summary & Action Steps

- - Wait one week
- - Send results and pitch
- - Use simple tiered pricing in GBP
- - Be ready to handle pushback
- - Join First Class for feedback and premium tools