

UGCPitch: Buyer Prospectus

Pre-revenue. Prepared 31 October 2026. Read the disclaimers first.

Summary

UGCPitch is a complete, faceless digital product funnel for beginner UGC creators, the people who want their first paid brand deal. It sells a \$27 starter guide and pitch system, followed by two bumps, two upsells and two downsells. Everything is written and built. It has not run any paid traffic, and it has no sales.

Disclaimers

- **Pre-revenue.** There are no sales, customers, traffic, ad history or email list.
- **Modeled figures are not results.** An AOV of \$64.91, a break-even cost per customer of \$62.38 and a front-end conversion of about 3.2% needed to break even are benchmark calculations, at a \$35 CPM and a 1.75% link CTR.
- **No promises.** Nothing here promises replies, paid work or income, for buyers or for you.
- **US data.** The demand figures are US Google searches.

The market signal

- "ugc creator" has a median of **40,500 searches a month** (Google Keyword Planner, US, October 2025 to September 2026), up **123%** year on year.
- Google Ads advertiser competition is **Low**. The top-of-page bid range is €1.06 to €5.10.
- The peak-to-median ratio is 1.5, so no single-month spike drives the average.
- 252 Gumroad listings matched the same keyword in our check. It's a crowded digital-product market, so the offer and the first message matter.

These figures show interest in the topic. They don't show that people will buy this product.

What the buyer receives

- **The website.** Sales page, four upsell and downsell pages, thank-you page, members area and legal templates (HTML, works on any host).
- **The products.** The Starter Guide, three bonuses, two bumps, two upsells and one downsell, each as a PDF. A downsell is cut from the Sprint's first week.
- **Two spreadsheets.** A rate and usage calculator for buyers, and a unit economics workbook for the seller.
- **The ads.** Four creatives in two sizes, with copy, hooks, campaign setup and kill rules.
- **The emails.** Eight post-purchase emails and two checkout reminders.

- **The brand pack.** Name options, a mark, a cover image, a palette, logo prompts, pen-name options and the funnel blueprint.
- **The paperwork.** A sale agreement template and this prospectus.
- **Support.** 14 days of technical handover and 30 days of consulting (two 30-minute calls).

The funnel

Step	Offer	Price	Benchmark take rate
Front end	UGC Brand Deal Starter Guide, with three bonuses	\$27	100%
Bump 1	Brand Follow-Up Sequence	\$19	30%
Bump 2	Rate Card and Usage Rights Kit	\$17	15%
Upsell 1	The 14-Day Pitch Sprint	\$97	10%
Downsell 1	Pitch Sprint Lite (Days 1 to 7)	\$47	6% of all buyers
Upsell 2	UGC Agency Accelerator	\$197	7%
Downsell 2	Retainer Proposal Pack	\$67	5% of all buyers

Modeled AOV: \$64.91. Fees 2.9% and refunds 1% are applied to the break-even figures.

What isn't tested

- Paid traffic, conversion rates and take rates
- Checkout, one-click upsells and refunds on a live platform
- Email delivery
- The demo video, which hasn't been recorded yet

Risks

- **Advertising policy.** The copy avoids income and outcome claims. A buyer who edits it needs to keep that discipline, because Meta's ad policies restrict income claims.
- **Endorsement rules.** Creators who promote a product for payment must disclose the relationship clearly. The FTC's Endorsement Guides (16 CFR Part 255) apply, and the guide explains this. Buyers should check the current rules for their market.
- **Contracts.** The agreements and invoices are templates, not legal advice. A lawyer should review them before any buyer uses them.
- **Trademark.** The name "UGCPitch" hasn't been searched at the USPTO or the EUIPO.
- **Domain.** ugcpitch.com was unregistered on 31 October 2026 and hasn't been registered by the seller. The buyer will need to register it or choose another domain.

- **Market.** UGC is a competitive area. Results depend on the buyer's ads, offer, pricing and follow-up.

Handover

Within 24 hours of Escrow.com funding, the seller delivers a ZIP archive containing the website, the product PDFs, the spreadsheets, the ads, the emails, the brand files, the blueprint and the agreement template, plus a support booking link. The handover plan sets out the 14 days of technical support and the 30 days of consulting.

Price

\$4,997, through Escrow.com. The listing is a 1-of-1 exclusive. Once the transaction closes, the listing is marked Sold and removed from sale.