

PLANVORA — UGC CREATOR BUSINESS KIT

A complete operating system for creators: position your offer, price production + rights, pitch brands, manage campaigns, and protect cash flow.

1. Dashboard

Pipeline	Active leads, pitches, replies, booked deals
Revenue	Won revenue + pending balances
Signals	Pipeline health + delivery indicators

2. Creator Profile

Positioning	Niches, styles, platforms, strengths
Portfolio	Client-ready sample links and proof

3. Rate Card Builder

Packages	15s, 30s, 60s, bundles, photos, retainer
Rights	Paid ads, whitelisting, exclusivity
Add-ons	Raw footage + rush delivery

4. Pricing Calculator

Production	Labor × hours × complexity + revision reserve
Rights	Paid ads + whitelisting + exclusivity
Quote	Total quote + minimum price + negotiation room

SALES + OPERATIONS

5. Brand Lead CRM

Pipeline	Brand, contact, niche, platform, campaign
Follow-up	Last contact + next follow-up
Value	Budget + potential deal value

6. Pitch Builder

Channels	Cold email, Instagram DM, TikTok DM
Personalization	Hook, offer, campaign and portfolio fields

7. Campaign Brief

Scope	Goal, audience, hook, CTA, deliverables
Rights	Usage scope + revision limit
Timeline	Production milestones

8. Content Tracker

Workflow	Concept → Script → Filming → Editing → Revision → Approved → Delivered
Due dates	Keep commitments visible

9. Deal & Payments

Cash flow	Contract value, deposit, amount paid
Outstanding	Automatic remaining balance
Status	Invoice + payment + deal status

10. Follow-Up Scripts

Sales	Pitch, reply, quote, negotiation, approval
Operations	Due-date + payment reminders

Reactivation	Past-lead win-back
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11. Weekly Review

Scorecard	Leads, pitches, replies, bookings, revenue, outstanding
Reflection	Performance + next-week actions