

FIRST \$1K WITHOUT FOLLOWERS STARTER KIT

BY DANI AMBALO

HOW NORMAL WOMEN ARE MAKING MONEY
ONLINE WITHOUT THOUSANDS OF FOLLOWERS



I BECAME FREELANCE FULLTIME AT
THE END OF 2021

I HAD NO FOLLOWERS AND YET STILL MADE \$5,000 IN MY FIRST MONTH FROM OFFERING SOCIAL MEDIA SERVICES

LITERALLY ALL YOU NEED IS A PHONE, INTERNET
CONNECTION, AND, THE MOST CRUCIAL, THE
COURAGE TO TRY.



236
Posts

4,169
Followers

1,858
Following

Danielle | Travel&Photography

 Traveling Thailand

Personal blog

 ABCDEFG - I have to go
Thailand

 Probably with a camera and tripod 🙌

 Content Creator for Brands & Hotels... more

livebydanielle.com

WHAT I WANT YOU TO WALK AWAY WITH:

1. FOLLOWERS ARE NOT THE BUSINESS MODEL
2. ATTENTION $\neq$ MONETIZATION
3. SMALL ACCOUNTS CAN MAKE SERIOUS MONEY
4. BRANDS CARE ABOUT SALES/CONTENT/PROBLEM SOLVING

C O N T E N T S

7 WAYS TO MAKE MONEY WITHOUT FOLLOWERS

- 01 UGC Creator
- 02 Social Media Management
- 03 Graphic Design
- 04 Content Creator
- 05 Influencer Manager
- 06 Amazon Content Creator
- 07 PPC Manager

UGC CONTENT

ANY FORM OF CONTENT (IMAGES, VIDEOS, TEXT,
AND REVIEWS) *CREATED BY USERS*

What is it: any form of content (images, videos, text, and reviews) created by users of that product (the people who are buying it). What's great is that you don't need any professional equipment, your phone is perfect!! *And* you don't need to show your face.

Who pays for it: any account that has an *active* social media presence. It can be a brand, a service, a hotel, a restaurant, literally anything that is being marketed online.

Beginner rate: This is MY OWN beginner rate, to each his own, you can offer higher or lower. This is where I started.
\$150 per video, \$400 for a pack of 3. Example message:

I can do a starter package of one video and three shots for \$150 or we can do a bundle for three videos and 10 shots for \$400.

How to start this week: Create UGC content with products you have at home and put them in a portfolio (there are free templates on Canva – [here's my portfolio for reference](#))

- **Follow and send a message to 25 brands** (make an effort to write their name on all of them and personalize wherever there's an opportunity)
- Include free-standing images and videos in your message as well as a link to your portfolio (you want to make it as easy as possible to see your work)
- **FOLLOW UP** until they tell you to go away or you get a response.
- You will get rejected but **you'll also get paid.**

UGC CONTENT

ANY FORM OF CONTENT (IMAGES, VIDEOS, TEXT,
AND REVIEWS) *CREATED BY REAL CUSTOMERS*

How to make contact? If you don't have a portfolio of your work yet, stop, go do that and then come back. You should have previous work to show someone before sending them a message. They are receiving hundreds of messages already, you need to filter yourself out to have a better chance of getting a response. Portfolios are easy to build with canva. If you don't have previous work to show then **MAKE SOME!** Go around your house, find whatever speaks to you, and make content for it. Show how you would use the product. Use good lighting, good framing, and if it's a video, smart edits.

EXAMPLES OF UGC CONTENT

PHOTOS



EXAMPLES OF UGC CONTENT

VIDEOS - CLICK HERE

UGC CONTENT

CONT.

The message: if you're not sending out 50+ messages a month on instagram, you're setting the bar too low for yourself. Don't expect to send out 5 DMs and get something out of it. The worst thing that can happen is they say no or don't answer. The best? You get paid.

STEAL THESE COLD DMS

Hey! I came across your brand and honestly feel like your content has a lot more potential on Reels/TikTok. I'm a content creator and social media manager and would love to help create organic-style content that actually feels native to the platform instead of overly ad-like. Would you be open to me sending over a few ideas?

Hi! I found your page while scrolling and immediately noticed you have a great product but there's a huge opportunity to push more short-form video content. I create content for brands in a way that feels natural, clean, and converting. Would love to create a few concepts for you if you're interested!

Hey! Random but I genuinely think your brand could do really well with more face-to-camera/product-focused content. I specialize in creating social-first videos for brands even without massive production setups. If you'd ever want help with content creation or UGC-style videos, I'd love to chat.

Hi! I know I don't have a massive following, but I actually work more on the content creation/strategy side for brands and would love to collaborate. Smaller creators are often able to create more relatable and higher-converting content because it feels less like an ad. I already have a few ideas for your page if you'd want me to send them over!

**** ALWAYS ALWAYS ALWAYS**

SEND A FEW PHOTOS/VIDEOS OF YOUR BEST WORK

SOCIAL MEDIA MANAGEMENT

MANAGING THE SOCIAL MEDIA ACCOUNT OF A BRAND
(UPLOADING POSTS/STORIES/ETC AND WRITING
CAPTIONS

What is it: you run their social media page. There is a LOT of room here for “upselling”. You can choose to include number of posts/stories, the content itself, content writing, influencer marketing and running paid ads.

Who pays for it: any account that has an *active* social media presence. It can be a brand, a service, a hotel, a restaurant, literally anything that is being marketed online.

Beginner rate: This is MY OWN beginner rate, to each his own, you can offer higher or lower. This is where I started. \$850 for a monthly retainer. This is *very* low – today I would say start at \$1500 for a very basic SMM service. But upsell as much as you are capable of doing.

How to start this week: find 20 accounts on social media that are *active* but clearly don’t have someone running the page. Usually you can tell if they are using mostly stock photos and old photos but they are consistently posting.

- **create MOCK posts** and a new feed for each of these accounts (this does require time and effort but it’ll pay off).
- send these accounts a message with a snapshot of their “new” personalized feed (not the posts themselves – that would allow them to use your work for free and you want to just give them a taste)
- invite them to a **video meeting** to discuss how you can help them have a stronger media presence on socials.

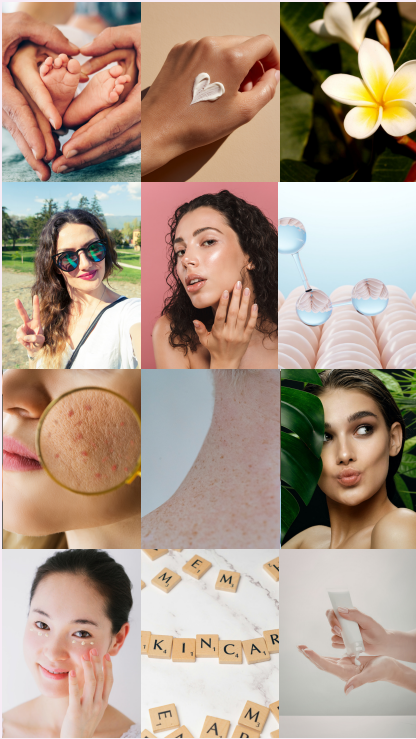
SOCIAL MEDIA MANAGEMENT

MANAGING THE SOCIAL MEDIA ACCOUNT OF A BRAND (UPLOADING POSTS/STORIES/ETC AND WRITING CAPTIONS)

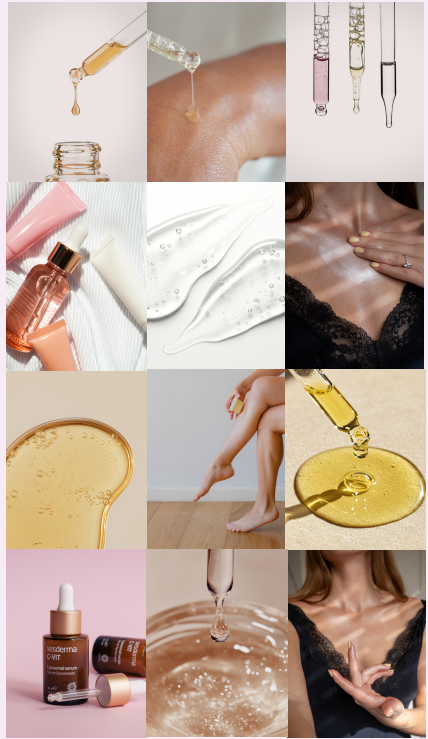
Tools: Canva. You can use canva for free but Canva Pro is so much better and 100% worth it. This will help you create both the mock posts and the mock feed.

EXAMPLES OF PITCHING A BRAND

THIS IS YOUR OLD FEED:



THIS IS YOUR NEW FEED:



SOCIAL MEDIA MANAGEMENT

MANAGING THE SOCIAL MEDIA ACCOUNT OF A BRAND
(UPLOADING POSTS/STORIES/ETC AND WRITING
CAPTIONS

Tip from me: make your offer very clear. Include everything the client receives and clearly state the services that incur additional costs. Include how long of a notice both parties need to give in case of termination of contract, include dates of payment, and whether or not you are working on weekends.

STEAL THESE COLD DMS

Hey! I came across your page and saw there is so much potential for you to bring in more customers and create some brand awareness if you make a slight shift in your messaging. I can help you with that! Here's a quick little mockup I did for your page but I would love to dive even deeper. Are you free for a call this week?

Hey! I was scrolling through your page and honestly, you already have a really solid foundation. I just noticed a few small tweaks in your content and positioning that could make a huge difference in attracting more customers and building stronger brand recognition. I actually put together a quick mockup with some ideas for your page because I got inspired 😊 Would love to show you and chat more if you're open to it. Are you free sometime this week?

Hi! I came across your page and immediately started seeing opportunities for how you could make your content work harder for you. You already have the product/service, I think the missing piece is just refining the messaging and content strategy a little bit so people instantly "get" the brand. I made a quick sample/mockup for fun and I'd love to walk you through some ideas if you're open to it. Would you be down for a quick call this week?

GRAPHIC DESIGN

GRAPHIC DESIGN IS THE ART CREATING VISUAL CONTENT TO COMMUNICATE IDEAS AND MESSAGES

What is it: graphic design (or a graphic designer) is much more than redesigning canva templates. They have full control and understanding of creating visual content and making changes/edits wherever is necessary.

Who pays for it: any business that's already realized AI isn't going to get the job done. Middle to large businesses with a website. Saas is a great target audience for this service.

Beginner rate: here, there are a lot of opportunities for creating different packages and services based on their needs. You can charge hourly or as a retainer. A good beginner rate is a little higher than your salary at your office job. Try to define how much your time is worth and how long each project will require from you.

How to start this week: build a portfolio. Make it strong. If you don't have case studies, create them. Create mock projects (to showcase your abilities).

- Find accounts and websites that clearly don't have a graphic designer on hand and send them a message and/or an email. Graphic design pitches can be a tad bit more formal than social media ones. Include your portfolio. Send to over 100 potential clients. Ride or die. And follow up.
- **BONUS:** create green screen videos on social media auditing different accounts and websites on how they could be using better designs (use examples if you're extra devoted).

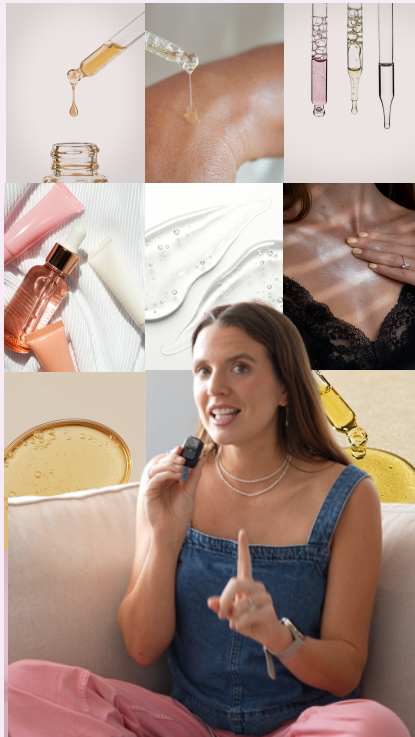
GRAPHIC DESIGN

GRAPHIC DESIGN IS THE ART OF PLANNING AND CREATING VISUAL CONTENT TO COMMUNICATE IDEAS AND MESSAGES

Tip from me: Audit well-known brands on your own social media account. Show and describe what you would do differently. This is great for creating conversations and finding brands

EXAMPLE OF PITCHING A BRAND ON SOCIAL MEDIA

EXAMPLE OF GREEN SCREEN VIDEO



CONTENT CREATOR

SOMEONE WHO PRODUCES ORIGINAL, ENTERTAINING,
OR EDUCATIONAL MATERIAL FOR DIGITAL PLATFORMS

What is it: a content creator produces content that engages scrollers. They have hooks, storylines, and payoffs for their content. They create all forms of content, including: videos, photos and sound (for example: podcasts).

Who pays for it: everyone. Every business and brand that has a marketing budget is actively paying for and using content creators to promote their products and/or services & you can take that to the bank.

Beginner rate: \$150/video. Always have an option for a “bundle” of videos that would save the brand. For example, 4 videos for \$500. Include for how long they have usage rights and whether or not they can use your content for paid marketing.

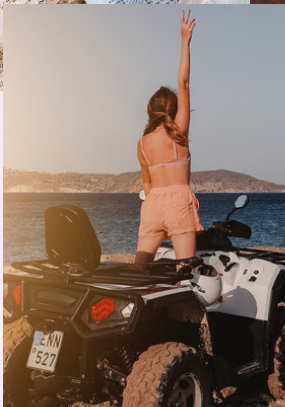
How to start this week: Get your best content shots and put them in a portfolio (there are free templates on Canva)

- Follow and send a message to 100 brands (make an effort to write their name on all of them and personalize wherever there's an opportunity)
- Include free-standing images and videos in your message as well as a **link to your portfolio** (you want to make it as easy as possible to see your work)
- **FOLLOW UP** until they tell you to go away or you get a response.
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CONTENT CREATOR

EXAMPLES OF MY WORK

PHOTOS



CONTENT CREATOR

SOMEONE WHO PRODUCES ORIGINAL, ENTERTAINING,
OR EDUCATIONAL MATERIAL FOR DIGITAL PLATFORMS

Tips from me: social media shows you what people want. Look at what's working, what's trending and create content that's doing well in whatever niche you're interested in entering.

STEAL THESE COLD DMS

Hey [Brand],

I came across your page and noticed you're doing a great job showcasing [product/service]

One thing I think could work really well is creating more short-form lifestyle content that shows how people actually use the product in their everyday lives.

I'm a content creator specializing in authentic, user-generated style videos and I'd love to create a few concepts for you.

Would you be open to seeing some sample ideas?

Hey [Brand],

I was scrolling through your page and had an idea for a reel that could perform really well.

The concept is: [insert specific idea].

I create content for brands and thought I'd reach out because I think it would fit your audience perfectly.

Happy to send over a few more ideas if that's something you're looking for.

*** the second one is great if you can really come up with something unique and attractive

INFLUENCER MANAGER

MANAGING INFLUENCER CAMPAIGNS FOR A BRAND
INCLUDING FINDING THE RIGHT MATCH AND MAKING
SURE CONTENT ALIGNS WITH BRAND

What is it: you find the right influencers and/or content creators that align with your client's needs and values. You are given a certain budget and you find who and what to use it with.

Who pays for it: smaller brands that aren't using influencer agencies or celebrities for their campaigns. Hotels, restaurants, and clothing are a few good examples.

Beginner rate: There are two different rates you can offer. You can offer your own services and the brand would pay the influencer campaign separately or you could bundle. I say, bundle. Offer a brand to create an influencer campaign that will get them 1,000,000 impressions for \$2,000. Use that and collab with micro influencers to build a solid and healthy campaign. Help them create viral content that will reach you those numbers and leave you with a healthy payday afterwards.

How to start this week: Curate different influencer campaigns for 5 hypothetical clients (choose *industries* not individual businesses). For example, create a campaign for a (general) boutique hotel. Find influencers from micro to macro, ask them their rates and their content insights for stories/posts/reels/whatever they offer. Package it into a nice proposal and send it out to every hotel you can find active on instagram. Keep the accounts confidential but the insights available. **"1,000,000 impressions from your target audience and quality content for social media for only \$2000"**

INFLUENCER MANAGER

MANAGING INFLUENCER CAMPAIGNS FOR A BRAND
INCLUDING FINDING THE RIGHT MATCH AND MAKING
SURE CONTENT ALIGNS WITH BRAND

Tip from me: include visuals. Social media is alllll about visuals so even if you're keeping the accounts you found hidden (as I think you should in the cold DM stage), you can still add examples of their past work to give them a taste of what is possible for their account if they close with you.

STEAL THESE COLD DMS

Hi [Name], I've been working on influencer campaigns for brands in your space, and I think I have something that could be a great fit for you. It has the potential to generate around 1M targeted impressions. Open to seeing the details?

Hey [Name], I help brands run custom influencer campaigns that drive real visibility and sales. I have an idea that could put your brand in front of roughly 1M highly relevant impressions. Interested in taking a quick look?

Hi [Name], I have a ready-to-launch influencer campaign idea that could generate approximately 1M targeted impressions for your brand. Would you be interested in seeing a short proposal?

Hey [Name], I curate influencer partnerships designed specifically around a brand's goals and audience. I have a campaign concept that could deliver about 1M impressions from your ideal customers. Want me to send over a quick overview?

AMAZON CONTENT CREATOR

CONTENT THAT IS TAILORMADE TO AMAZON SHOPS.
CONTENT THAT IS MORE POLISHED, MORE SCRIPTED AND
FILMED USUALLY HORIZONTALLY

What is it: Amazon stores use a LOT of content and they need authentic visuals as much as brands on social media. It's very similar to regular content creation but it's a bit more staged and product-forward (rather than lifestyle-forward)

Who pays for it: brands that are selling on Amazon.

Beginner rate: I've found that Amazon brands pay well. The beginner rate depends on how big the store is and how many products they have but you can offer a package to create product photos (with and without you) for each of their product pages and also for their Amazon storefront. \$200 per product page (includes 2 photos one with a person and one without). You can upsell with videos. An additional \$150 for a video up to 15 seconds talking head describing product.

How to start this week: Get your best content shots and put them in a portfolio (there are free templates on Canva)

- Send a message to 100 brands (make an effort to write their name on all of them and personalize wherever there's an opportunity)
- Include free-standing images and videos in your message as well as a link to your portfolio (you want to make it as easy as possible to see your work)
- **FOLLOW UP** until they tell you to go away or you get a response.
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EXAMPLES OF CONTENT MADE FOR AMAZON

FOR AMAZON CONTENT THE PRODUCT IS THE FOCUS



AMAZON CONTENT CREATOR

CONTENT THAT IS TAILORMADE TO AMAZON SHOPS.
CONTENT THAT IS MORE POLISHED, MORE SCRIPTED AND
FILMED USUALLY HORIZONTALLY

Tip from me: Amazon content isn't the same as social media. It's product forward. They're not trying to sell an experience, they're trying to sell a product. Lean into that. Use reviews to help guide you to what type of content you should be creating.

STEAL THESE COLD DMS

Hey [Name], I was checking out your Amazon listing and noticed a few opportunities to improve the visual content. I create Amazon-optimized product photography, designed to help listings convert better. Would you be open to seeing a few examples?

Hi [Name], I came across your product on Amazon and think there's room to elevate the imagery. I help brands create premium listing images that communicate key benefits, build trust, and stand out from competitors. Interested in taking a quick look at some of my work?

Hi [Name], I mocked up a replacement image for your Amazon listing because I thought it could increase engagement. Take a look and let me know if you'd be interested in working together!!

Hey [Name], I found your Amazon listing and noticed the product has a lot of potential, but a few updated images could make it stand out even more against competitors. I create Amazon-ready product imagery designed to showcase benefits clearly and help drive more conversions. I'd love to share a few ideas I had for your listing if you're interested.

PPC MANAGER

RUNNING PAID ADS FOR BRANDS TO GENERATE SALES,
LEADS, OR TRAFFIC

What is it: You manage a brand's advertising campaigns on platforms like Meta (Facebook & Instagram), TikTok, Google, Pinterest, or Amazon.

Who pays for it: Almost every business that advertises online. Local businesses, e-commerce brands, coaches, agencies, restaurants, hotels, SaaS companies, real estate agents, and service providers all need help managing ads. Many small businesses can't justify hiring a full-time media buyer but still need someone to run their campaigns.

Beginner rate: Many beginner PPC managers charge between \$300-\$1,000/month per client depending on complexity.

A simple starter offer could be:

- Ad setup
- Audience targeting
- Weekly optimization
- Monthly reporting

For \$500-\$750/month. Once you have experience and results, charging \$1,500-\$3,000+ per month becomes very realistic.

How to start this week: Choose 5 industries.

Examples: dentists, realtors, gyms, restaurants, e-commerce brands... and create a sample ad strategy for each one.

Package your ideas into a simple PDF and start reaching out.

PPC MANAGER

RUNNING PAID ADS FOR BRANDS TO GENERATE SALES,
LEADS, OR TRAFFIC

Tip from me: Most beginners focus on learning every button inside Ads Manager. Don't.

Focus on understanding:

1. The customer's problem
2. The offer
3. The creative
4. The numbers

STEAL THESE COLD DMS

Hey [Name], I was looking at your business and noticed you're currently missing a few opportunities to attract new customers through paid advertising. I put together a couple ideas specifically for your brand. Interested in taking a quick look?

Hi [Name], I help businesses generate leads and sales through Meta ads. I took a quick look at your page and already have a few campaign ideas that could work well for you. Open to seeing them?

Hey [Name], I noticed you're running organic content but may not be leveraging paid traffic yet. I have a strategy that could help put your offer in front of more qualified customers. Want me to send over a quick overview?

Hi [Name], I created a sample ad concept for businesses in your industry and immediately thought of your brand. I'd be happy to share it with you if you're interested.

NOW GO GET PAID, MAMA!

Interested in joining the Mamapreneur Course?

Send me a DM with the word “MAMA” on Instagram and I’ll send you all the details.

You can also join our free Skool community, The Mamapreneur Collective, where you’ll connect with other moms building businesses online, access resources, and get ongoing support.

Can’t wait to see you inside!

xx Dani

