Solution UGC Creator Competition: Win a Paid **Brand Deal!**

Your Chance to Get Paid & Land a Five-Figure Brand Deal!

We're looking for authentic, engaging creators to help bring a new life insurance campaign to life. Whether you're a seasoned UGC creator or just starting out, this is your chance to win £150 cash and potentially land a five-figure brand deal with one of the UK's biggest insurance companies!

Why Enter?

- Win £150 cash if your video is chosen as the best.
- Four additional winners will get paid to create more content.
- One lucky creator could land a high-paying brand deal (worth five figures!).
- Showcase your work to major brands and boost your portfolio.

How to Enter (It's Easy!)

Choose a Script & Record Your Video

Pick from the script variations below and film yourself delivering the lines in your own natural style. No need for fancy edits—we'll handle that!

2 Submit Your Video & Details

Fill in the form below and upload your video.

3 Winners Announced

Submissions close [Date], and winners will be announced [Date]!

📜 Video Brief & Scripts

Recording Instructions:

- Keep it **short and engaging** (30-60 seconds).
- Be **natural**, **conversational**, **and authentic**—this should feel like a genuine recommendation, not a scripted ad.
- Film in vertical format (9:16, like TikTok or Instagram Reels).
- Speak clearly and **show emotion**—make it real!

© Scripts for Women Creators

> OPTION 1: Straight to the Point

Hook:

"Life is unpredictable. Are your loved ones protected?"

Problem:

"Saving £10 a month won't leave much behind. That's only £3,600 saved up if you do this from 30 to 60 years old."

Solution:

"But putting that same £10 into life insurance? I was shocked when I found out the difference."

Product Description:

"It could mean £100,000 for your family when they need it most."

Benefit:

"No financial stress. No worries about the future. I was so annoyed I didn't find this out sooner!"

✓ Call-to-Action:

"You know what they say—the best time to start was yesterday. The next best time? Right now. Secure your loved ones' future today. Get your free quote by clicking learn more."

🄰 OPTION 2: Relatable & Real

Hook:

"Now, I'm not one for clicking on ads... but as someone who wishes they'd seen an ad like this sooner. I wish I had clicked."

Problem:

"If I'd started putting away just £10 a month at 30, by 60, I'd only have saved £3,600. Not exactly life-changing."

Solution:

"But if I'd put that same £10 into life insurance instead..."

Product Description:

"I'd have secured £100,000 for my loved ones."

* Benefit:

"That means if the worst happened, they'd have something real to fall back on—not just a small savings pot."

← Call-to-Action:

"You know what they say—the best time to start was yesterday. The next best time? Right now. Get your free life insurance quote today."

POPTION 3: The "If Only I Had Known" Story

Hook:

"I used to think saving money was enough—until I did the math."

X Problem:

"I've been putting away £50 a month for years, but when I added it up, it wasn't even close to enough to support my family if something happened to me."

Solution:

"But if I had put that same £50 into life insurance? That would mean my family could receive over £250,000 if I wasn't here."

Benefit:

"That's real security for them—no financial stress, no worrying about how to manage."

← Call-to-Action:

"If I could go back and do it sooner, I would. But the next best time? Right now. Get your free quote today."

POPTION 4: The "Mum's Peace of Mind" Approach

Hook:

"As a mum, I've always worried about my kids. But this? This was one worry I could actually remove."

X Problem:

"We save for holidays, we save for emergencies—but **who's saving for them if we're not here?**"

Solution:

"For less than my Netflix subscription, I set up a £100,000 policy for my family. That way, if anything happens to me, they're taken care of."

Benefit:

"No scrambling for money. No stress. Just security for the people who need me most."

✓ Call-to-Action:

"If you're a mum, you get it. This is one thing you won't regret sorting out. Get your free quote today."

IP OPTION 5: The "Retirement Reality Check"

Hook:

"I thought my pension would be enough—until I really looked at the numbers."

X Problem:

"Pensions are great while you're here, but what happens if something happens to you? Can your partner or kids live off what's left?"

Solution:

"A simple £30 life insurance plan could leave my family with £200,000+—money to cover funeral costs, mortgage payments, or just to live without stress."

🤗 Benefit:

"That means I can enjoy my retirement, knowing they'll be okay, even if I'm not here."

✓ Call-to-Action:

"Retirement is about **peace of mind**. Get yours—get a free quote today."

> OPTION 6: The "I Thought I Was Too Old" Story

Hook:

"I always assumed life insurance was for younger people... but I couldn't have been more wrong."

X Problem:

"At my age, I thought life insurance would either be too expensive or I wouldn't even qualify."

Solution:

"Turns out, there are **affordable plans for people over 50 and even 60+**—and I can still leave behind **a six-figure safety net** for my family."

Senefit:

"It's never too late to protect the people you love. And it's more affordable than you think."

✓ Call-to-Action:

"If you think you've missed your chance, you haven't. Get your free quote today."

POPTION 7: The "Grandmother's Gift" Approach

Hook:

"When my first grandchild was born, I knew I wanted to leave something behind—not just memories, but something that could really help them."

X Problem:

"I don't want my family struggling to **pay off debts or handle expenses** when I'm gone. I want to leave them a **legacy.**"

Solution:

"For less than what I spend on coffee, I set up a £100,000 life insurance policy. That's money my grandkids can use for their education, first home, or whatever they need."

Benefit:

"Because protecting your family isn't just about the present—it's about making sure they're okay in the future, too."

✓ Call-to-Action:

"If you care about what you leave behind, start now. Get a free quote today."



Scripts for Male Creators



POPTION 1: The "I Wish I Knew Sooner" Approach

🎬 Hook:

"If I could go back 20 years, I'd tell myself one thing: get life insurance."

X Problem:

"I always thought, 'I'll start saving later.' But later sneaks up on you. And now? My savings aren't enough to leave behind real security for my family."

Solution:

"If I'd put even £20 a month into life insurance 20 years ago, my family would have over £200,000 waiting for them if something happened to me."

Benefit:

"Now, I can't go back in time. But I can make sure they're protected starting today."

✓ Call-to-Action:

"If you haven't sorted this yet, now's the time. Get your free quote today."

IP OPTION 2: The "Retirement Reality Check"

🎬 Hook:

"I used to think I was set for retirement. Then I did the math."

X Problem:

"A pension is great. But what happens if I don't live long enough to see it through? Will my partner be okay? Will my kids have to cover the bills?"

Solution:

"A simple £30 life insurance plan could mean £250,000+ left behind—not just for my funeral, but for my wife, my kids, even my grandkids."

Benefit:

"That's money for them to pay off the mortgage, handle the bills, and not stress if I'm gone."

✓ Call-to-Action:

"You planned for retirement. Now plan for them. Get a free quote today."

POPTION 3: The "I Thought I Was Too Old" Story

Hook:

"I thought I was too old for life insurance. Turns out, I was wrong."

X Problem:

"I assumed that at 50+ years old, I'd either **pay too much** or **not even qualify** for life insurance."

Solution:

"But I found out there are **affordable plans**, **even for people over 60**—and I could still leave behind a **six-figure payout** for my family."

🥝 Benefit:

"That means I don't have to worry about them struggling if something happens to me."

Call-to-Action:

"If you think you're too old, you're not. Get your free quote today and see for yourself."

> OPTION 4: The "Mortgage Protector"

Hook:

"If something happened to me tomorrow, my wife would be left with the mortgage. That didn't sit right with me."

X Problem:

"We've built a home together, but if I'm gone, can she afford to keep it? I don't want her worrying about selling the house while grieving."

Solution:

"With life insurance, £50 a month means she'd have £500,000 to clear the mortgage and still have money left over."

Benefit:

"That means my family stays in our home. No stress. No financial burden."

✓ Call-to-Action:

"Think about your home. Protect it for your family. Get a free quote today."



> OPTION 5: The "Grandfather's Legacy" Story

Hook:

"My granddad left me a little something when he passed. It made a huge difference. Now, I want to do the same for my grandkids."

X Problem:

"I don't want to just leave bills and expenses behind. I want my family to have something meaningful."

Solution:

"For less than what I spend on coffee, I can leave £100,000+ behind—enough to help my grandkids with university, their first home, or whatever they need."

Benefit:

"It's about more than just money. It's about leaving a legacy."

✓ Call-to-Action:

"If you care about what you leave behind, start now. Get a free quote today."

POPTION 6: The "Business Owner's Reality"

🎬 Hook:

"As a business owner, I plan for everything. But what about after I'm gone?"

X Problem:

"I've built my company from the ground up, but if I pass away, who covers the costs? My employees? My family?"

Solution:

"With life insurance, I know they won't be left picking up the pieces. A simple policy could mean six figures waiting for them—just in case."

Benefit:

"That means my business and family don't just survive. They thrive."

Call-to-Action:

"If you own a business, don't leave them in the dark. Get a free quote today."

POPTION 7: The "Health Wake-Up Call"

Hook:

"A friend of mine passed unexpectedly last year. That made me rethink everything."

X Problem:

"None of us like to think about death. But pretending it won't happen **doesn't help our** families."

Solution:

"A simple life insurance policy means my wife and kids will be **financially secure**—whether I'm here or not."

Senefit:

"I can't control everything, but I can make sure they're looked after."

✓ Call-to-Action:

"It takes two minutes. Get a free quote today. Don't wait."

Pick the script that fits your style and start filming!

These scripts are **designed for older male creators** who are **already established in life**—whether they have families, businesses, or are thinking about their legacy.

Let me know if you want any tweaks or more variations!

40

BONUS: Hook Variations (Record One Separately!)

If you want to **increase your chances of winning**, record one of these hook lines separately and submit it as an extra clip!

Option 1:

"You know what they say—the best time to start was yesterday. The next best time? Right now."

• Option 2:

"I was sooo annoyed when my friend told me about this! I thought I was smart by saving £10 per month for my family."

• Option 3:

"Today, I found out that I could turn £3,600 of savings into £100,000 for my loved ones."

Return back to this page to submit