SMARTBIZOPPS GUIDE

Get Paid to Post

25 platforms that pay creators, with $250 or less to start

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The short version: you can get paid to create and post content online without a big following, a studio or a startup budget. This guide covers 25 platforms where brands, platforms and shoppers pay everyday people for videos, posts, clips, writing and sales. Every one costs $250 or less to start, and most cost nothing. It is written for remote workers, digital nomads, people with odd hours and anyone who wants to earn a little extra from a phone.

Disclosure: Some links in this guide are affiliate links. If you sign up through them, SmartBizOpps may earn a commission at no extra cost to you. It does not change which platforms we list.

We link only to each platform's own site. Pay, fees and requirements change often, so check the current terms before you commit. Where a figure comes from a review site or a competitor, we say so.

What "paid to post" really means

You will see three kinds of work in this guide, and they pay in different ways.

- UGC (user-generated content). A brand pays you to film a natural, phone-shot video or photos of its product. The brand uses the content in its own ads and pages, so you may not need to post it on your own account or have any followers.
- Paid posting and brand deals. A brand pays you, or sends you product, to post about it on your own account. Rates usually rise with your audience and engagement.
- Commissions and platform payouts. You earn a percentage when people buy through your link, or a platform pays you for views. This takes an audience, but it keeps paying as long as your posts keep working.

Start with the first kind. It is the quickest way to learn what brands want and to build samples you can show for the rest.

How to read the labels

Each platform has a short tag on its card. No audience means no follower minimum. Small audience means a few hundred to a thousand followers. Earn commission means you are paid when people buy. Apply and wait means approval takes time. The details under each name cover cost, how you earn, who it fits and the catch.

Quick picks: where to start

If you want to: A good first choice: Why start here

Your first paid creative job, no followers: Billo or JoinBrands: Fixed-rate video jobs with no follower minimum.

A small niche account (200 to 1,000 followers): Stack Influence or Aspire: Brands send products or offer paid campaigns to smaller accounts.

Sell your own video or post packages: Collabstr or Fiverr: You set the price and brands come to you.

Get paid for views on short clips: Content Rewards: Per-view pay on clips with no audience requirement.

You like writing: Medium Partner Program: Paid from member reading time.

Earn when people buy: Amazon Influencer or TikTok Shop: Commission on sales from your posts.

Already have 10,000 followers: TikTok Creator Rewards: Pays for qualified views on longer videos.

Building a long-form channel: YouTube Partner Program: Ad revenue once you qualify.

UGC video jobs

These are the best first stop if you have never been paid for content. You film short videos with a product, and the brand pays after approval.

Billo

Brands post short video jobs. You apply, film a natural video with the product, and get paid when the brand approves it. Many first jobs come with the product shipped to you.

Cost to start: Free to join. How you earn: Billo says beginners often earn about $50 to $150 per video, with extra pay for added videos or photos. Payouts go to Stripe in the US, Canada and the UK, and the money reaches your bank on the next Monday after a short clearing period. Best fit: People with a phone and no following who want a first paid creative job. The catch: Pay is per video and set by each brand, so work comes in waves. Keep all payments inside the platform.

JoinBrands

A marketplace for UGC videos, short-form social videos and TikTok Shop campaigns. Brands fund the job, the money is held in escrow, and you are paid after the brand approves your content.

Cost to start: Free to join. An optional Creator Pro plan costs $49.95 a month. How you earn: A comparison site reports default starting rates of about $60 for a UGC video and $100 for a short-form social video, before a 20% platform fee (15% on Creator Pro). Withdrawals go to PayPal, once a week on the free plan. Best fit: Beginners who want fixed-rate jobs and no follower minimum. The catch: Jobs are limited and fill fast. Do not post early: content goes through JoinBrands for approval before you publish.

Cohley

A UGC platform where brands post briefs for videos, photos and reviews. You apply with a portfolio and connect your TikTok or Instagram account.

Cost to start: No fee to creators is listed on its creator FAQ. How you earn: The brief shows your pay before you apply. Cohley lists starting points of about $250 for a UGC video and about $50 for a photo. Creators are paid once content is approved. Best fit: Creators with two or three strong sample videos. The catch:

Every application is reviewed and not everyone is accepted. Brands receive perpetual usage rights to approved content, and you must disclose the partnership.

Popular Pays

A Lightricks platform where creators apply to gigs from brands. You choose the gigs that fit, then submit the fee you want for the work.

Cost to start: No creator fee is listed on its getting-started page. How you earn: You set your own bid per gig. Payment is sent within 30 days after the brand's requirements are met. Best fit: Creators who like negotiating and have a filled-out portfolio. The catch: Brands can pass on your bid, social gigs list a follower minimum, and the 30-day payment window slows cash flow.

Influee

A UGC marketplace that pays per project. It does not require a big following, but it asks for a small portfolio of strong videos.

Cost to start: Free to join and browse. How you earn: A comparison article reports UGC video rates of roughly $92 to $315. Treat that as a reported range, not a promise. Best fit: Creators with three to five good sample videos. The catch: Approval is selective, and rates are not published by the platform itself.

Brand deal marketplaces

These put you in front of brands that want posts, reviews and creator partnerships. Some ask for a small audience, and one pays mostly in products.

Collabstr

You build a profile, list priced packages for Instagram, TikTok or YouTube content, and brands book you directly. The brand pays up front and the money is held until the order is complete.

Cost to start: Free to list. How you earn: A review site reports a 15% fee on each completed sale, so a $200 order pays you $170. You choose how to get paid, such as PayPal or Venmo. Best fit: Creators who want to set their own prices. The catch: Work depends on brands finding you. A new profile with no samples or reviews may get few bookings at first.

Insense

Brands hire UGC creators and micro-influencers through the Insense app. You negotiate your rate, and the brand's payment is held until the content is approved.

Cost to start: Free app, with no hidden fees stated for creators. How you earn: You set your rates. After approval the money moves to your Insense wallet in the app. Best fit: Creators with a UGC portfolio and an existing small account. The catch: Insense asks for at least 1,000 Instagram followers and at least 500 median TikTok views with 1% engagement, so the bar is higher than a UGC job board.

Aspire

Brands set campaign requirements such as follower count, engagement and location. You see and apply only to the campaigns you qualify for, then negotiate directly with the brand.

Cost to start: Free for creators. Aspire says it takes no share of what you earn. How you earn: Rates are agreed with each brand. Best fit: Creators with an active niche account who want brand work. The catch: If you do not meet a campaign's criteria you will not see it, so a thin profile means fewer options.

Stack Influence

Brands send products and you post honest content about them. It is one of the lower follower bars in this guide.

Cost to start: Free. You need a PayPal account. How you earn: Mostly paid in free products. Campaigns occasionally add cash, paid through PayPal. Best fit: Instagram users with at least 200 followers and original content. The catch: This is mainly product, not cash. Treat any cash as a bonus.

Pearpop

A platform built around paid collaborations between creators and brands or other creators.

Cost to start: A creator account is free. How you earn: Payouts run through Hyperwallet. After you earn a set amount you submit a W-9 (US) or W-8BEN (non-US) tax form. I could not confirm typical rates, so check offers before you spend time. Best fit: Creators who want to test another source of collaborations. The catch: Earnings are not clearly published and results vary a lot.

BrandsMeetCreators

A job board where brands post paid creator work. According to a comparison article, brands pay creators directly with no platform service fee.

Cost to start: The basic job board is free. A Pro plan is reported at about $20 to $30 a month, so check the site first. How you earn: Set by each brand. Best fit: Creators who want to browse many small jobs. The catch: Start on the free board. Pay for Pro only after you have landed work and see a reason to.

Clipping, freelance and writing

These are not tied to one brand. You sell a service, post clips for per-view pay, or write for a membership audience.

Content Rewards

Brands and creators fund campaigns and pay people to post short clips from provided material. Most pay per 1,000 verified views.

Cost to start: Free to sign up. How you earn: Third-party reports put rates between about $0.20 and $6.00 per 1,000 views, averaging near $1. A 10% fee comes out of CPM payouts, and approved clips settle in

about 10 days. Best fit: People comfortable posting clips on TikTok, Instagram or YouTube Shorts. The catch: Campaign budgets are limited and paid first come, first served, and per-clip caps may apply. Buying or faking views leads to a permanent ban.

Fiverr

List a gig such as filming a UGC video, editing short clips or writing social captions, and buyers order from you.

Cost to start: Free to list. How you earn: Fiverr takes a 20% commission on each order. Best fit: People who prefer to sell a defined service at a set price. The catch: New sellers start with no reviews, so expect to price low and build up.

Upwork

A freelance marketplace where you send proposals for social media, video, writing and content jobs.

Cost to start: Free to join. How you earn: A comparison site reports a 10% service fee. Payment can be hourly or by milestone. Best fit: People who want steady remote client work, not one-off posts. The catch: Many freelancers compete for each job, so a clear profile and a few samples matter.

Contra

A freelance platform and portfolio where clients hire you for projects. Clients pay invoices through Contra into your wallet.

Cost to start: Free. An optional Pro plan is reported at $29 a month or $199 a year. How you earn: Contra takes no cut of your earnings, according to a competitor's write-up. Check the current terms. Best fit: Creators building a portfolio and finding direct clients. The catch: You do not need Pro to start. Confirm withdrawal fees before you rely on a method.

Medium Partner Program

Write stories on Medium and earn a share of member reading time. This is the writing option in the guide.

Cost to start: No membership is required to apply. How you earn: Earnings come from a share of Medium member dues, based on how members read and engage with your stories. Best fit: People who like to write and can publish steadily. The catch: You need a complete profile, at least 6 published stories and 3 months on Medium. It takes time to build.

Grow into: commission programs

These pay when people buy through your posts. Most want some audience first, and the money depends on sales.

Amazon Influencer Program

Build an Amazon storefront and share product links from your social posts. You earn a commission when

people buy through your page.

Cost to start: Free to join. How you earn: Commission rates are fixed by category, from 1% to 10% of each sale. You can also earn from shoppable videos with separate approval. Best fit: People with a public Instagram, TikTok, YouTube or Facebook account who post about products they use. The catch: Amazon reviews your followers, engagement and posting history. Instagram and TikTok applications can take up to 5 days.

TikTok Shop Affiliate

Promote products sold on TikTok Shop and earn a commission on each sale from your tagged videos or links. You never handle stock or shipping.

Cost to start: No sign-up fee is mentioned in the 2026 guides I checked. Confirm in the affiliate portal. How you earn: Sellers set commissions, which typically run from about 3% to 20% depending on category. Payment comes after the return window, usually 7 to 15 days after delivery. Best fit: Creators with at least 1,000 followers who like showing products on camera. The catch: You are paid only when sales happen. The US requirements list 1,000 followers and age 18 or older.

Shopify Collabs

Shopify store owners recruit creators and send them personal links and discount codes. You earn a commission on sales you drive.

Cost to start: Free for creators to join brand programs. Merchants pay the processing fees. How you earn: Each brand sets its own commission and may send gifts or samples first. Best fit: Creators who want to promote smaller independent brands. The catch: You apply brand by brand, and each program sets its own rules.

Mavely

A creator affiliate platform, now part of Later, where you share links to retail brands and earn commission when your audience buys.

Cost to start: I did not find a creator fee on its pages. How you earn: Commissions vary by brand. Mavely also pays 10% of what creators you refer earn, for up to six months. I could not confirm its standard commission rates, so check them when you apply. Best fit: Creators who post about shopping, home and lifestyle. The catch: You need a following that buys. Referral rewards are paid quarterly.

LTK

A creator shopping platform built around fashion, beauty, home and lifestyle content with shoppable links.

Cost to start: No creator fee is listed. How you earn: Reported commission ranges run from about 5% to 25% depending on the retailer. Sources disagree, so confirm current terms. Payouts come after a return period. Best fit: Creators who post three to five times a week in fashion, beauty, home or lifestyle. The catch: Sources report 1,000 to 1,500 engaged followers as the starting range, approval can take two to three weeks, and many applicants are declined. You can reapply after 90 days.

ShopMy

A creator platform where you build a shop of products you recommend and earn when people buy through your links.

Cost to start: Its join page does not state a fee. Confirm before you sign up. How you earn: Commission depends on the brand. Best fit: Creators who already share products and have an engaged audience. The catch: It typically wants about 1,000 followers. Applications take 3 to 5 business days, and denied creators can reapply after 90 days.

Target Partners

Target's affiliate program, run through the Impact network, for bloggers, website owners and creators with a mainly US audience.

Cost to start: Free to join. How you earn: Target advertises up to 8%, but one guide reports earnings of about $3 to $4 per 100 clicks. Rates vary by category. Best fit: Site owners and creators whose audience already shops at Target. The catch: Earnings per click are low. A separate program, Club Target, asks for at least 500 followers and pays in points and gift cards at lower tiers.

Grow into: platform payouts

Once your account is bigger, the platforms themselves pay you for views. The bars are high and rising, so treat these as long-term goals.

TikTok Creator Rewards

TikTok pays creators for qualified views on original videos longer than one minute.

Cost to start: No fee to join or withdraw is listed. How you earn: Estimated US pay is about $0.50 to $2.00 per 1,000 qualified views, and TikTok does not guarantee a rate. A video starts earning after 1,000 qualified views. Best fit: Established TikTok creators posting longer videos. The catch: You need at least 10,000 followers, 100,000 video views in the last 30 days, and an account in good standing.

YouTube Partner Program

YouTube shares ad revenue, memberships and more with qualifying channels.

Cost to start: Free to apply. How you earn: Revenue depends on views and ad rates. Best fit: Creators building a channel over time. The catch: Today you need 1,000 subscribers plus either 4,000 watch hours or 10 million Shorts views in 90 days. From February 1, 2027, reports say new applicants will need 8,000 watch hours or 20 million Shorts views. Existing partners are grandfathered.

Three rules before you apply

- Never pay to get a job. Genuine platforms pay you. A few offer optional upgrades, but you should not

need to buy anything to get your first paid task.

- Read the usage rights. Brands often keep the right to use your content for a long time. Check how long and where before you accept.
- Disclose the partnership. When you post paid or gifted content, label it clearly, such as with #ad or the platform's paid partnership tool. Brands expect it and the rules require it.

What to expect from the money

Entry pay is modest. Reported beginner rates run from roughly $50 to $150 for a UGC video, and many platforms take a fee of 10% to 20%. Commission and view-based income takes longer to build and varies a lot. This guide makes no income promises, and many people earn little at first. Think of it as a way to earn a few extra dollars on your own schedule while you build samples and an audience.

Income from this work is generally taxable. Platforms may ask for a W-9 or similar tax form, so keep records of what you earn and talk to a tax professional about your situation.

Your first 30 days

- Week 1: Film three short sample videos of everyday products, with clear sound and natural light. Keep them under a minute.
- Week 2: Join two UGC platforms, such as Billo and JoinBrands, and apply to your first jobs.
- Week 3: Add a free profile on Collabstr or Contra and list one simple package.
- Week 4: Review what paid and what did not. Keep the one or two platforms that fit and drop the rest.

Questions people ask

Do I need followers?

Not for UGC jobs and several marketplaces. Commission and payout programs usually ask for an audience, and the sections above list each minimum.

Can I do this from anywhere?

Mostly yes, but payout methods and country support differ. Billo pays through Stripe in the US, Canada and the UK, for example, and some platforms limit countries. Check the site before you sign up.

How fast do I get paid?

It ranges from a few days after approval to 30 days or more, and commission programs wait for return periods. Plan on a delay.

A note on links and pricing

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