We tell buyers if it's actually worth it.

Buy Once. Buy Well. Live Beautifully.

We find the nicer, smarter, more interesting stuff — and tell you if it's actually worth the money. Every video ends in a BUY, SKIP, or "worth it if…" verdict. Viewers trust the BUY because we'll actually say SKIP.

WHERE WE SHOW UP

One product, three surfaces

5,200+

@HAILPRINCECHICHI · TIKTOK

Pet + home content. TikTok Shop creator with full access — our shoppable video channel.

8,100+

@BOUGIE.DAD · TIKTOK

Home, wellness, kitchen, tech. The brand's flagship audience.

bougiedad.com

SITE + EMAIL

Buying guides and email list — new and growing. Being built right now alongside the TikTok channels.

We're new — and that's the pitch. Our TikTok channels are live and growing; the site and email list are being built right now. Partners at this stage get founding-partner placement, a say in what gets built, and content assets they can run on their own channels from day one.

WHO'S WATCHING

Premium-but-practical buyers, not browsers

Dual-income homeowners, ~$175K–$400K+ HHI, time-strapped parents. They research before they buy and they hate wasting money. When we say BUY, they believe it — because we've said SKIP.

WHAT BRANDS GET

Four ways to work with us

Shoppable TikTok video

One product, real demo, honest verdict, product card tagged and posted to @HailPrinceChiChi. Affiliate status disclosed in every video, always.

UGC for your ads & PDPs

Finished, edited native-style videos shot for your paid social, product pages, and Amazon listings. Clean files, clear usage terms.

Buying-guide feature

A growing library of long-form reviews and buying guides with affiliate links — built to compound. Early partners get founding placement and content they can distribute themselves.

Email spotlight

Category-tagged subscribers with demonstrated buying intent, growing every week. Partners who come in now lock in today's rates.

INVESTMENT

Priced on the verdict, not the follower count

DELIVERABLE	WHAT'S INCLUDED	STARTING AT
Shoppable TikTok video	Demo, verdict, product card tagged, posted to @HailPrinceChiChi	$450
UGC single video	One finished, edited video, delivered as a clean file	$450
Three-video pack	Three finished, edited videos — save $150 vs. singles	$1,200
Five-video pack	Five finished, edited videos for a launch push — save $400	$1,850
Monthly partnership	4 videos/mo + raw clips, 30-day paid usage incl., 3-mo minimum	$1,200/mo

Commission via TikTok Shop or your program stacks on top — it never replaces creation fees. Buying-guide features and email spotlights are audience products, priced on request.

Start with a pilot: the 3-video pack ($1,200) includes 30-day paid usage. Brands share results within 14 days, and the retainer conversation follows the numbers.

USAGE RIGHTS

The license is priced separately — on purpose

TERM	HOW IT WORKS	FEE
30-day paid social	Run the video as a paid ad for 30 days	+25–50% of creation fee
90-day paid social	Paid social use, 90 days	+50–75% of creation fee
1-year paid usage	Full year of paid usage	2× total fee
Perpetual / buyout	Unlimited use, no expiry	2.5–4× total fee
Whitelisting / Spark Ads	Boost via our handle, per 30-day window	+30–50% per 30-day window
Category exclusivity	No competitor content, per month	+50–100% per month

Usage is always a separate line item — never bundled silently.

How it adds up: 3-video pack ($1,200) + 90-day paid usage (+50–75% = $600–900) = **$1,800–2,100 total**. Spark Ads / whitelisting (+30–50% per 30-day window) stacks as a separate line item.

FINE PRINT

Terms

- **Honesty clause:** no scripted praise; SKIP shared privately first.
- **Unedited source clips:** +30% of creation fee. Two revision rounds included; additional rounds $50 each.
- **Payment:** 50% to book, 50% on delivery, Net-15.
- **Contracting entity:** ContentBetter LLC d/b/a Bougie Dad.
- **Turnaround:** ~7 days from receipt for UGC.
- **Disclosure:** affiliate status disclosed in every video.

PROCESS

How a partnership runs

- **1. Product sent** or pulled from TikTok Shop.
- **2. Real-world testing**, real footage.
- **3. Verdict published:** BUY / SKIP / "worth it if…"
- **4. Files + reporting** per package.

Think your product is actually worth it?

Let's prove it. Corey Murray · corey@bougiedad.com · bougiedad.com/partner