SEMPER FI SINCE 1989

VET2GOGO

Start Here.

How to get paid for honest reviews, after you served.

For veterans, first responders, law enforcement, nurses, and teachers over 50.

Free. Nothing to buy. Nobody pays to be on our Roster.

No Catch

What this work actually is

Brands need video of real people using their products. They run that video in their own ads, on their own pages. They pay you to make it.

You are not becoming an influencer. Nobody has to follow you. The product is the video, not your audience.

The short version

WHAT IT IS

You film yourself using a product. The brand buys the footage and runs it.

WHAT IT ISN'T

Chasing followers. Dancing. Pretending to love something you don't.

WHAT YOU NEED

A phone, a window, and something you have an opinion about.

WHY YOU

Brands are trying to reach people over 50 and keep casting 28-year-olds to do it.

The advantage nobody can copy. You spent twenty years doing something most people have never done. That's not a line on a resume here. It's the reason a viewer believes you when you say a pack holds up or a zipper doesn't.

Find your lane

Your lane sits where three things overlap.

1. **What you did for twenty years.** The credential nobody else has.
2. **What you already buy with your own money.** If you don't own three of them and have opinions, it isn't your lane.
3. **What brands are trying to sell to people over 50.** Travel, tools, gear, vehicles, outdoors, home.

The test

Could anybody else make this exact video? If yes, it isn't your lane yet. Narrow it until the answer is no.

What that looks like

MOTOR T / MECHANIC
Trucks, tools, towing, roadside

CORPSMAN / MEDIC
Packs, preparedness, travel kits

COOK / MESS
Camp kitchen, grills, coffee

INFANTRY
Boots, packs, rain gear, optics

FIREFIGHTER
Workwear, generators, grills

LAW ENFORCEMENT
Everyday carry, vehicle, home security

TEACHER
Organization, travel, planners

AVIATION / COMM
Tech that has to survive a trip

Gunny keeps a golf course alive for a living, so he reviews courses from the maintenance side. Anybody can review a course. Almost nobody can read the greens.

The first three seconds

People decide in about three seconds. Every hook below works the same way: it leads with something only *you* could say.

> **"Twenty-four years in the Corps, and I still don't trust a hotel coffee pot."**
>
> **The credential open.** Put the service first, then the ordinary thing. The gap between the two is the hook.

> **"Twenty-five dollars. Ninety-five dollars. Let's see if a Marine can tell the difference."**
>
> **The price collision.** Two numbers and a question. Nobody scrolls past a comparison they've wondered about.

> **"This one's going back."**
>
> **The verdict up front.** Give away the ending. People stay to find out why, and it proves your good reviews mean something.

> **"Serving got me a free cruise. Here's the fine print."**
>
> **The benefit nobody knows.** A discount or program your people earned and don't know about. This is the most shared kind of video we make.

> **"I'm 58. Can I still work the zipper with cold hands?"**
>
> **The age flip.** Turn the thing a younger creator would hide into the reason to watch. Your audience has the same hands.

What you actually need

Less than you think. Every video on our site was shot on a phone.

- **Your phone.** Held upright, at your eye level. Not looking up your nose.
- **A window.** Face it. That's your lighting.
- **A quiet room.** Bad sound loses people faster than bad picture.
- **Optional, about $20:** a clip-on microphone. The single best money you'll spend.

Keep the stumbles

A laugh, a "hang on," a word you had to start over. Leave them in. Polished is what people don't believe. Real is the entire product you're selling.

Your first three videos

Shoot these before you talk to anyone. They become the samples you send.

1. **An unboxing.** Something you just bought. Open it on camera, first impression, no second take.
2. **A review of something you already own.** Something you've had two years and have opinions about. Say what broke.
3. **A straight-to-camera testimonial.** Sixty seconds on why you'd buy it again, or why you wouldn't.

The rules that keep you out of trouble

Not fine print. These are the ones that end careers when people get them wrong.

Say who paid, every time

If a brand paid you, gifted you the product, or comped your trip, say so **out loud in the video** and **in writing in the caption.** Use the paid partnership label and #ad, up front.

The Federal Trade Commission requires it. "I forgot" is not a defense, and the brand gets in trouble alongside you.

- **No health claims.** Never say a product treats, cures, prevents, or heals anything. Say what happened to you, and stop there.
- **No endorsement you don't have.** Never imply the Marine Corps, any branch, the VA, or the Department of Defense backs a product. Put the disclaimer on public pages.
- **Get a yes from people in frame.** If they didn't agree, they don't appear.
- **Don't wear the uniform in an ad.** Your service is the credential. It is not the sponsor.
- **Licensed music only.** A copyrighted track gets the video pulled and the account struck.
- **Tell the truth about what it costs.** Subscriptions, shipping, the app you have to buy. Usually the most useful thing in the video.

This isn't legal advice. When real money is on the table, have a lawyer look at the contract.

What it pays, and how we work

Rates vary by brand, by how long they want to run the video, and by how much work it is. What follows is our own published rate, not a promise about what you'll earn.

How the Roster works

JOINING

Free. Always. Nobody pays to be considered.

OUR STARTING RATE

From $250 per video. More for longer use, extra hooks, or raw footage.

WHO PAYS YOU

The brand pays us. We pay you. Nothing comes out of your rate.

WHAT WE HANDLE

Pitching, contracts, usage rights, invoicing, chasing payment, and editing if you need it.

HOW YOU'RE PAID

As a contractor. You send a W-9, we send a 1099.

YOUR MEDIA KIT

We build it for you and keep it current.

READY WHEN YOU ARE

Apply to the Roster

Takes about four minutes.
vet2gogo.com/roster

Who's eligible

- Veterans, first responders, law enforcement, nurses and healthcare workers, and teachers.
- 50 and older.
- Verified through GOVX or ID.me. **We never ask for your DD-214 or your Social Security number.**

Shoot the three videos on page 5 first if you can. You don't need them to apply, but they're the fastest way for us to see your lane.

SEMPER FIDELIS

Gunny and Huny
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