

KRISTA DELISLE

CONTENT PEOPLE ACTUALLY WATCH.

UGC VIDEO · PRODUCT DEMOS · SPONSORED POSTS





I'm Krista.

CNA on 12-hour shifts. Up at 4:45. Five kids.

I make videos for brands.

They work because they're not really ads. Well — they are. A brand paid me. But it's your product in my actual house, in the middle of my actual day, talked about like I'd talk to a friend. Sometimes there's a script. Sometimes a ring light. It still sounds like me, because it is me.

My audience is working women and moms, tired of being sold a prettier version of their own lives. So I don't sell them one.

BASED

Gladstone, Michigan — the U.P.

DAY JOB

CNA · 12-hour shifts

HOUSEHOLD

Mom of five

MAKES

UGC video · demos · sponsored posts

CONTACT

hello@kristadelisle.com

yes, all five are mine

The numbers.

ON INSTAGRAM — SEPTEMBER 2026

698,966

VIEWS
September 2026

334,028

ACCOUNTS REACHED
September 2026 · estimated

52,456

CONTENT INTERACTIONS
Last 30 days

91%

VIEWS FROM NON-FOLLOWERS
My content travels

7%

ENGAGEMENT RATE

3,580

FOLLOWERS
And growing

AMAZON PROOF

28% conversion

September 1–22, 2026. Proof window Sep 5–Oct 4: 81 clicks → 19 ordered → 0 returned.

My audience doesn't just watch. It buys.

ON TIKTOK — LAST 28 DAYS

14.3K

FOLLOWERS
And growing fast

77.3K

VIEWS · LAST 28 DAYS
Up 94.5% — nearly doubled

70%

FEMALE VIEWERS
81% via the For You page

17K

TOP VIDEO VIEWS
CNA x nurse unity video

Who's watching.

91%

VIEWS FROM NON-FOLLOWERS

My content travels · Instagram

25–44

CORE AGE RANGE

Working women + moms · Instagram

28%

AMAZON CONVERSION

They buy what I use · Amazon

Healthcare workers

CNAs, nurses, and caregivers who see their own shifts in my content. My top posts are all real work-life moments — that's not an accident.

Working moms

Moms running houses on 12-hour schedules. If a product doesn't survive a real day, they can tell in half a second — and so can I.

What stops them

Real routines and honest tests. My carousels pull double the engagement of my reels — this is an audience that stops, reads, saves, and shares.

Top posts. Zero ad spend.



idk maybe being a cna is kinda chic sometimes

5.9K LIKES

[View on Instagram →](#)



being a cna is basically knowing someone else's entire routine

1.7K LIKES

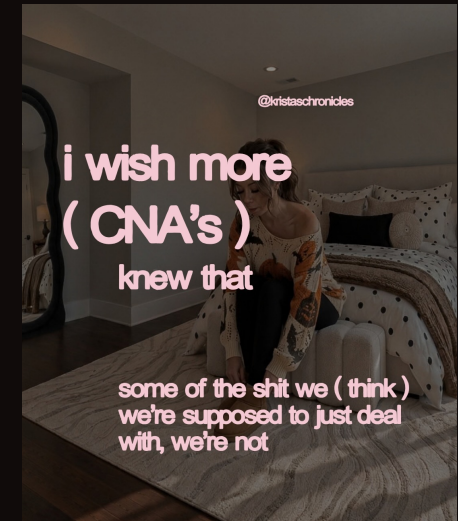
[View on Instagram →](#)



i swear being a cna comes with an entire handbook nobody actually read

1K LIKES

[View on Instagram →](#)



i swear being a cna is half taking care of people and half learning their entire life story

395 LIKES

[View on Instagram →](#)

tap one — they open on instagram

Carousels, not ads. This is the content style my audience stops for — and the style your product gets filmed in.

Best reels.

MY TOP REEL — WEEK OF OCT 5, 2026

the slow zoom was unnecessary, apple

4,083 LIKES · 65 COMMENTS · MY #1 POST THAT WEEK

400K

REEL VIEWS

Instagram Edits · pulled Oct 2026

24.1K

LIKES ON REELS

Instagram Edits · pulled Oct 2026

11.9K

SHARES

Instagram Edits · pulled Oct 2026

My go-to reel format: b-roll with one flowing line of text. It's the format my audience finishes — and the one your product gets.

What I make.

UGC video

Content for your channels that doesn't look like content. Demos, reviews, unboxings, day-in-my-life integrations — filmed inside my real routine, so your product shows up where trust already lives.

FROM \$150 / VIDEO

Product demos

The "does this actually work" test. I use it on shift, at home, wherever it would actually get used. If I wouldn't buy it again with my own money, I won't film it. I'd rather tell you up front.

FROM \$150 / VIDEO

Sponsored posts

Want my audience, not just my camera? Your product posted on @kristaschronicles, in front of the people who already trust me.

Interested in sponsored posts on @kristaschronicles? Ask me — let's talk.

BY INQUIRY



Everything is filmed by me, in my actual house, on my actual schedule. No studio. No stand-ins.

Pick your package.

THE TRIAL RUN

\$150

- ✓ 1 UGC video (30–60 sec)
- ✓ Filmed + edited by me
- ✓ 1 revision
- ✓ 90-day organic usage included
- ✓ Runs on your channels

MOST POPULAR

THE TRIPLE

\$400

- ✓ 3 UGC videos (30–60 sec each)
- ✓ Hook + CTA variations to test
- ✓ Filmed + edited by me
- ✓ 1 revision per video
- ✓ 90-day organic usage included

THE AD PACK

\$750

- ✓ 5 UGC videos, built for paid ads
- ✓ Hook + CTA variations
- ✓ Raw footage included
- ✓ 1 revision per video
- ✓ 90-day paid usage included
- ✓ Priority turnaround

50% deposit books your spot. Balance due Net 15. The two-week turnaround starts when the deposit, your product, and your talking points are all in hand. Longer paid usage, whitelisting, and exclusivity are available — priced in writing before we start.

Asked, answered.

How fast do I get my video?

Two weeks from the day the deposit, your product, and your talking points are all in hand. Running a deadline? The Ad Pack includes priority turnaround.

Can I run it as an ad?

Yes — paid usage and whitelisting are available, priced in writing before we start. The Ad Pack already includes 90 days of paid usage.

Where do you film?

At my house, inside my real routine. Never at work. My audience trusts my content cuz it's my actual life, not a set.

How does payment work?

50% deposit books your spot and the balance is Net 15. You get an agreement and an invoice up front — everything in writing, no surprises.

What exactly do I get?

A filmed and edited 30–60 second video, captions and text overlay included, one round of revisions, and 90 days of organic usage.

Will you post it on your page?

Sponsored posts are separate from UGC. Interested in sponsored posts on @kristaschronicles? Ask me — let's talk.

What do you need from me?

The product, any must-say points, and your deadline. I handle the hook, the filming, and the edit.

Do you accept free product or affiliate deals?

Paid UGC only — I don't do product-only or affiliate-only collabs. That's part of what keeps my recommendations believable.

How it works.

01 You email me

What the product is, when you need it. Not a fit? I'll say so — before money, not after. Fit? You get a short agreement and an invoice. 50% down holds your spot.

02 You mail the product to Michigan

The two-week clock starts when the deposit, the product, and your talking points are all in hand.

03 I film it, edit it, send it over

Captioned and ready to post. One round of revisions included. Most people don't need it, but it's there.

THE TERMS, PLAIN

90-day organic usage included on every package unless stated otherwise. 1 revision per video. Two-week turnaround from the day everything's in hand. Net 15. Late fees and full terms are in the creator agreement — no surprises, in writing, up front.

KRISTA DELISLE

LET'S MAKE SOMETHING REAL.

There's no team here. No assistant with a headset.

It's me, reading your email at 5 in the morning before a shift, or after the kids are finally asleep.

I answer everything myself — usually within two business days. Usually faster.



hello@kristadelisle.com



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[@kristaschronicles](https://www.instagram.com/kristaschronicles)



[@kristaschronicles](https://www.tiktok.com/@kristaschronicles)