### **Introduction**

**Overview of the Ebook**This ebook contains everything you need to know before you start content creation. I can give you my word on that. Although everyone's journey will be different, if you study these tips and take to heart everything I share here, based on my own experience and that of others, then you're well on your way to success in the online world. *Peace out.*

**Importance of Content Creation**Lol, I didn't want to add this part, cause why will you buy this book on content creation if you don't know its importance, lol. But I will tell you what content creation can do for you:

* Open up a world full of opportunities,
* Speaking engagements,
* Money,
* Fame,
* Influence.

But you need to know your *why.*

And just so you know, I'm a regular Joe, I'm not special, not even a little bit. I'm not the prettiest, or the richest, or the smartest, or even the best in this content game. I'm literally still learning, and I'm just a regular person, just like you, probably even worse off than you. So what I'm about to share in this book can be life-changing for you if you're a regular person too—*as long as you apply it.*

I'm Esther. I never in my wildest dreams saw myself doing content. You know how creators say they started making videos when they were little? Yep, that was never me, I never had an interest in that. I still shock myself when I wake up every morning realizing I'm actually doing this!

Content creation is not for a select few special celebrity extroverted individuals. I'm that quiet smart girl that tries to be invisible and blend in at school. No one really knew me and I didn’t really know anyone. I wanted to be an accountant (in fact, I graduated with a 4.76/5.0 CGPA). I just wanted a simple peaceful life, but content changed everything for me.

### **1. Mindset**

**Positivity**

I never wanted to be popular or become a content creator. Fame or influence? Not my thing. I was studying accounting, always dreaming of a simple life behind the scenes, crunching numbers. I didn’t even want to be rich—just comfortable. *Billionaire rich?* That wasn’t even in my sights. I was content with minimalism and simplicity.

But life has a funny way of shaking things up. One random day, I was having a random conversation in class with a friend while our classmates were learning. He said he wanted to be president. Can you believe that? *An engineering student wanting to be president!* I was floored. I didn’t realize we were supposed to dream that big. I said I was still figuring it out. I didn’t have a clear plan, so I just told him, *"I don't know. I'm still figuring it out."*

He looked at me and said, *"You always post interesting stuff about relationships and mental health on your Instagram stories. You should start posting about it seriously. You know a bit about graphic design, right? Make carousels and post them."*

My immediate reaction? *"Never! Can never be me."* I couldn't imagine putting myself out there. I’m a quiet, reserved, lowkey, introverted girl. Content creation was for bold, confident people, outgoing people—not someone like me. But my friend kept insisting, *"Just think about it. Let the idea sit in your mind. Pray about it. Just start."*

That was the best advice I've ever received: **just start**. For me, starting meant scripting content on my MS Word without any pressure to post it. In fact, I was so sure I was never going to post it. I discovered I enjoyed writing content, ideating, curating, and creating. It was fun. Eventually, I mustered the courage to post. No, I didn’t go viral, but I posted. I actually posted, and that was a victory in itself. Everything started falling into place. Now, I’m creating content and teaching others how to do it too.

Looking back, it all happened because I had a positive mindset and a willingness to put myself out there, even though I was scared. *(Not to brag, but still the best decision I ever made!)*

Success didn’t mean going viral overnight. For me, success was one person watching my video and learning something and going, *“Hey, Esther, that post you made really inspired me.”* It meant that someone out there (my classmates) made a better relationship choice because of what I shared. That was enough.

You need a positive outlook to dive into content creation. Challenges will come, but if you believe in your heart that you will succeed, you will. Picture yourself at your biggest, most successful point, and know you can get there. It might seem huge now, but one day, you’ll look back and see it was just a small step.

You can win this content game. Follow the right strategies, and success is inevitable.

**Don’t Look for Money**

One key to my success was **not** looking for money. I wasn’t trying to get rich or famous. I wanted to educate, give value, and help people. It was my passion, and I would have done it for free. Monetization wasn’t on my radar. I just wanted to pour out my heart and inspire others.

If you’re only looking for money, you won’t find true success. Content creation is about **adding value** to others' lives. It’s about inspiring, motivating, and connecting with like-minded people. You should be looking to build a community, share your stories, and make a positive impact on society. If you’re here for quick cash, you might as well quit now and ask for a refund. Content creation isn’t a get-rich-quick scheme. It’s about **giving**, sharing your passion, and making a positive impact.

**Money will come as a byproduct of adding value**. When you focus on giving and helping others, profit naturally follows. But if your primary goal is to make money, you’ll miss out on the real joy of content creation. So, enter this field with a mindset to give, inspire, and connect, and the money will come.

I have a friend (let's call him *Jerry*) that started posting because I encouraged (coughs\* compelled) him to start sharing about his own journey because I knew he had something to share with the world. He had this passion that was waiting to be unleashed. Every time we talked, he spoke about it. When he finally got around to creating content, just for passion, he told me that he’s making a lot of money, even way more than I am. It all started with a **passion** and **willingness to give value**, not to take.

### **Success is More Sure than Failure**

With the right mindset, know that **success is more likely than failure**. Content creation is life-changing. If you’re not creating content in 2024, you’re missing out. You’re more likely to succeed than fail. Failure means not getting views or likes, but guess what? No one sees that failure because it’s not public. So, don’t fear failure.

The beauty of content creation is that even if you’re not getting views, you’re not being publicly shamed. It’s a **safe space** to experiment, learn, and grow. So, embrace the journey without fear. Success is more certain than failure if you have the right mindset and perseverance.

### **Consistency and Perseverance**

My first 50 posts **sucked**—like, grammatical errors, horrible designs, poor readability—and I wasn’t even making videos yet. When I started making videos... gosh, I can't lie—I had to archive all my first set of videos because they are so cringe-worthy I can’t even look at them without throwing up.

If I gave up then, I would never be where I am today. I know many who started content creation around the same time as me, but they gave up, and now even I can’t remember their names.

**Content creation is a long-term game**. You won’t see results immediately. The first few days, weeks, or even months might be slow. But if you follow what I’m teaching you in this ebook, you’ll see progress. It’s not about getting rich quickly. It’s a **journey** you can count on for years. Your first videos might suck, but if you stay **persistent** and **consistent**, you’ll succeed.

Expect challenges and slow growth at the beginning. That’s normal. Your first few videos might not get many views or likes, and that’s okay. The key is to **stay persistent**. Keep creating, keep improving, and keep showing up. Over time, your efforts will pay off. The only difference between those who succeed and those who fail in content creation is **perseverance**. If you give up, you fail. But if you keep going, **success is inevitable**.

### **Setting Goals**

Set **realistic goals**. Don’t aim for 100k followers in a year—not because it isn’t possible, but because it’s not something you can control. Instead, focus on what **you can control**: putting in the work, learning, and showing up every day. Your goal should be to post consistently and improve with each post. For example, your SMART goal could be to post **30 videos** in the month of January and aim to make each video **1% better** than the last one. **Give value** to your audience, and the numbers will follow.

When setting goals, focus on **actions, not outcomes**. You can’t control how many followers you get, but you can control how often you post and the quality of your content. You can work on the **lighting, audio**, how **engaging your story** is, and how strong your **hook** is (all of which I’ll be teaching you in this book). Aim to post consistently and get a little better with each post. Focus on creating **valuable content**, **engaging with your audience**, and **improving your skills**. The followers and likes will come as a **result of your efforts**.

### **2. Niche**

### **Choosing the Right Niche for You**

First things first: **have a niche**. Pick a niche that resonates with **you**. If you don’t know what to post, start with where you are. What do you know? What do you enjoy talking about? How can you help others? And is there a demand for that? You might think you have no special interest or skill, but that’s far from true. What comes naturally to you might seem ordinary, but there are people out there who **want what you have to offer**. Even if you're not a pro, sometimes not being an expert is a **good thing**. It makes you more relatable.

For example, imagine you enjoy **data analytics**. You know a little about Excel formulas and love talking about them. That’s your niche! Pick something that **people are interested in**. Even if it’s gaming or casual chats, there’s always a way to carve out a niche. Think of YouTube gaming channels or faceless content creators who share scripted conversations with solid storytelling. My point is, **everything can be a monetizable skill**. You just need to know how to **package it** and be willing to learn other supporting skills along the way.

For instance, I’m a content creator. I didn’t love editing videos, but I had to learn because no skill stands alone. So, **niche down**. Pick a broad niche and create **content pillars** (or sub-niches) based on your **interests, values, personality, or passion**.

For a while, I was called "Sister Chastity" or "Miss Purity" because I niched down in that space. I began with mental health content, transitioned into relationships, and eventually narrowed into faith-based content focusing on purity. Over time, my content evolved, and that’s okay! Just make sure not to **flip-flop** between topics. If you want to talk about multiple things, consider doing so on separate accounts. Your niche should be **easily identifiable**.

### **Most Popular Niches to Choose**

Here are some popular niches:

* **Health and Fitness**: Workout routines, healthy eating, and fitness challenges.
* **Personal Finance**: Money-saving tips, investing advice, and budgeting guides.
* **Relationships and Mental Health**: Dating advice, self-love, and mental wellness.
* **Beauty and Fashion**: Makeup tutorials, skincare tips, and fashion advice.
* **Technology and Gadgets**: Reviews, unboxings, and tech tutorials.
* **Gaming**: Let’s plays, walkthroughs, and game reviews.
* **Food and Cooking**: Recipes, cooking tips, and restaurant reviews.
* **Travel**: Travel guides, tips, and vlogs from various destinations.
* **Personal Development**: Productivity tips, self-improvement, and motivation.

I wouldn’t recommend picking a niche just because it’s popular. It’s better to choose something you’re **truly passionate** about. However, if your interest aligns with a popular niche, great! Just make sure to **niche down** within that space so your voice doesn’t get lost in the crowd. Even with competition, if you have passion and stay consistent, **you’ll still win**.

Apologies for the confusion. Here's the original text formatted without changes to the wording:

### **Do I Need a Niche?**

**Yes, you need a niche.** It’s like asking whether ice cream needs a flavor. If you don’t have a niche, how will you know your target audience and how will your target audience know you?

* You need to be **very specific** when choosing your niche because you want to be **top of mind** when it comes to a particular topic. If I’m thinking of the best graphic designer, I want to think of you.
* Yes, I know you can do photography, design, and edit videos, but pick one niche and make your other interests your sub-niches.
* **Riches are in the niches.** You want to be *the* graphic designer, not just *a* random graphic designer.

If you think it’s limiting, then pick another niche that’s less limiting. If it’s limiting for you, then you need another niche.

* **You don’t need three million clients**; you just need two or three to change your life. But without being specifically niched down, your ideal client will see your content and not know you’re talking to them (exactly because you’re not).
* The broader you are, the more likely your target audience is to ignore you.

### **How to Identify My Target Audience**

Your broader niche determines your target audience. Your sub-niches determine the type of content to create because you’re basically answering questions that people are asking around that sub-niche.

* **Do you need a niche?** Yes. It’s like asking whether ice cream needs a flavor. If you don’t have a niche, how will you know your target audience and how will your target audience know you?
* You need to be very specific when choosing your niche because you want to be top of mind when it comes to a particular topic. If I’m thinking of the best graphic designer, I want to think of you.
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### **Content Calendar and Pillars**

**Pick a niche.**

The bottom line is, write a list of two to three interests—things you can talk about all day, things you can easily have 30 posts about without needing to research, things you can easily teach others about, things that come naturally to you but you think are no-brainers, even though people would literally pay you to teach them.

* We all have them. It could be a skill, a hobby, or any random interest.
* Something you don’t mind being known for, something you can see yourself being called in the long run, something you think would inspire or help others or that the world needs to know.

Write the list, pick the broad niche, and then pick sub-niches within that niche.

Your **content pillars** are the three to five main subtopics your content will answer. For example, if you’re a fitness coach, you might focus on:

* Aerobic exercises
* Eating protein and veggies
* Cutting out processed food
* Taking care of your mind for your body

Use **Google** or **ChatGPT** to find out the popular questions being asked in these niches. For Google, just ask like a target audience would and you’ll see the part that says “people also search for.” There you have the most popular questions people are asking in your niche.

Use **ChatGPT** by asking it for the fears, frustrations, needs, and desires of your ideal target audience.

Here’s a good prompt:
*"ChatGPT, can you tell me the common fears, frustrations, needs, and desires of (insert target audience demographic) interested in [insert your niche or sub niches]? I want to create content that truly resonates with my target audience."*

Tada!

### **3. Content Strategy**

### **Developing a Content Strategy: Spreadsheet Template**

A content strategy is simply a fancy way of knowing what to post.

Okay, it’s a little more complicated than that, but trust me, it’s nothing serious. A content strategy is how you **ideate, script, shoot, edit, post, review, and eventually monetize content**. We’ll get to the monetization part later in this ebook, but first, let’s talk about everything that comes before it.

### **Ideate**

Once you have your niche, **do market research** for it. Check out the top creators already in the space. Create a list of at least **20 authority figures** in your niche on Google Sheets or any spreadsheet tool you use. Visit their pages and analyze their viral posts—viral can mean different things depending on the platform.

For me, viral on Instagram means over 1 million views, but it could also mean:

* **100k views or 10k likes**, depending on your niche.
* For LinkedIn, **10k likes is viral**; for TikTok, it might be different.

In the same spreadsheet (I’ve linked a template), insert links to their most viral content—**at least 50 viral posts per creator**. Now you have **1,000 pieces of content** to draw inspiration from, and you already know these topics and ideas have gone viral before. These are **validated content ideas**.

* Don’t feel the need to reinvent the wheel.
* You might think you’re special, but remember—you’re just a regular Joe.
* This is a **proven content bank** you can always draw from.

### **Analyze Content Ideas**

Next, **analyze these content ideas** to see what worked and why. The criteria you should look for are:

* **Hooks**
* **Storytelling**
* **Branding elements**
* **Value takeaway**
* **Originality**
* **Call to action**

### **Hooks**

If it’s a video on Instagram, TikTok, or YouTube, the **hook is critical**. For YouTube, the hook includes the **title and thumbnail**. For Instagram, it’s the **first three seconds** of the video. On LinkedIn, it’s the **first line** you write.

Don’t waste time testing new hooks—**analyze what’s already working**. Successful hooks tend to have common traits:

1. **Specificity**The more specific, the better. Instead of saying “How to make money online,” say, “I made $457 in 3.5 hours, and here’s how you can do it too.”
	* Or instead of “How to make cookies,” say, “If you’re a stay-at-home mom, here’s a 4-step chocolate cookie recipe that’ll surprise your kids.”
	**Specificity grabs attention.**
2. **The word "you"**People love hearing their name, but since we can’t address everyone personally, the next best word is **"you."**
	* Instead of saying “How to write 3,000 words daily,” say, “Here’s how **you** can write 3,000 words every day.” This personalizes your content.
3. **Visual elements**Whether it's a prop in a video, an unexpected camera angle, or a unique image, **anything visually striking** is a great hook.
	* For written content, eye-catching formatting or a bold headline works too.
4. **Shock factor**Anything **unexpected grabs attention**—whether it's something you said, a text, or a cool transition.

### **Storytelling**

**Storytelling is the lifeblood of content.** If you take nothing else from this ebook, take this: **a great storyteller can influence the world.** As humans, we’re wired to connect with stories.

In Nigeria, we have a word, **amebo**, which describes being overly engrossed in a story we shouldn’t even care about. That’s the power of a good story—it makes us care when we shouldn’t.

### **Why Should Your Audience Care About Your Content?**

Maybe they shouldn’t—but if you tell a **compelling story**, they’ll become emotionally invested. And once they’re invested, they’ll become followers, subscribers, or however you define growth.

### **Let Me Share a Story:**

* My first **50 posts flopped**. I would get maybe 100 likes, and that was only because I would **DM my post to everyone** who already followed me.
* I probably lost followers because I was forcing them to engage with content they didn’t care about.
* After **11 months of posting** once a week, I had grown to **574 followers**. I prayed endlessly for a break, just to get to 1,000 followers. But... crickets.

Then, I saw a post where someone shared that they posted daily before they saw results on Instagram. So, I decided to try a **30-day challenge**. By **day 28**, I knew it needed to be a **60-day challenge**. I wasn’t going to go viral after just 30 days, and I didn’t believe in my content (or myself) enough to expect a big break.

But then, on **day 30**, my phone wouldn’t stop buzzing. A post had gone viral—like, viral viral. It hit **10k views** at first, which was insane for me. It didn’t stop. By that evening, the post had over **400k views**. I couldn’t believe it. I’d barely gotten **400 views** before, and now this post was at **400,000**! I gained over **3,000 followers**, and **brands started reaching out**. That post? It’s sitting at nearly **2 million views now**.

### **What Changed?**

I shared my story—**an ugly one**. I opened up about my struggle with a bad habit (masturbation), and as a Catholic, that wasn’t easy to share. But the more **vulnerable** the story, the more **relatable** it is. And that’s exactly what happened—**people felt seen and understood**. They commented, shared, and made the post go viral.

### **How to Tell a Story That Converts**

* **Show, don’t tell**: Use strong verbs to evoke emotions.
* **Be concrete**: Use tangible details that people can visualize.
* **Introduce conflict**: There should be resistance or an obstacle—whether it’s poverty, mindset, or something external.
* **Avoid spoilers**: Don’t ruin the story by summarizing it upfront.
* **No moral lessons**: Your story should have a takeaway, but don’t sound like a preacher or motivational speaker.

**Telling a good story takes time and practice**. Don’t expect your first 100 stories to be great—just tell them anyway and improve as you go. The most important thing is to be **vulnerable**. That’s what makes you **human** and **relatable**.

### **Branding Elements**

I don’t want you to focus too much on **branding elements** in the beginning because **your brand is you**—not the colors or fonts you use. Your **brand is your voice**, your **personality**, and as you evolve, your brand evolves with you.

When I say “branding elements,” I mean the **unique traits** that make someone or their content irreplaceable. It could be their accent, their humor, a catchphrase they always say at the beginning or end of their videos, or even a quirky visual element.

Before I forget, don't be quick to choose your fonts, colors or tiny details like that. Choose one careful and stick to it, At the same time, don't overthink (contradictory point but I stand by it)

### **Examples:**

* There’s a content creator whose **cute dog always gives a “woof”** at the end of her videos. People actually wait for that little bark—it’s what makes her stand out.
* Another creator named **“Beachu”** always starts with, “It’s Beachu, here to teach you, and if you don’t get it yet, I gotchu.” It’s quirky, but I love it because it's original and memorable.

If you haven’t figured out your unique branding element yet, **don’t stress**. Most creators don't have it all figured out from the start. It’s not something you can force—it has to come naturally. I tried coming up with something, and they all flopped because it felt fake. It wasn’t **real**. These elements emerge naturally, and once you notice them, you can double down on them.

### **The Power of a Value Takeaway**

"Value takeaway" simply means the core lesson or information you're giving your audience. What’s the main point of your content? If I asked you to summarize it in one sentence, what would you say? That’s your key idea—and it’s something you can (and should) **copy** from others. This is how you validate ideas.

If you don’t believe me, go to YouTube and search for any content idea. You’ll find at least 10 other creators have already made something similar. You don’t even need to search; just scroll, and you’ll see creators copy each other all the time. Why? **Because it works**.

When I have a content idea that goes viral, you bet I’m going to repeat it! And guess what? Other creators will catch on and start replicating it too. That’s because it’s a validated idea. You don’t want to throw random things at the wall hoping they stick. Stand on the shoulders of giants. Steal **great ideas**.

### **Worried About Oversaturation?**

You might be thinking:

* “Won’t the idea already be oversaturated?”
* “Won’t my content get lost in the crowd?”
* “What if I have original ideas and don’t want to copy others?”

I get it, but here’s the truth: **if you're not adding your unique twist**, that's when you'll get lost. When you copy, you don’t just copy—you make it your own. When you copy from one person, you get a good idea. When you copy from many, you get an **awesome** idea.the same logic as two heads are better than one The magic happens when you take inspiration from all the content you've seen, add your own twist, and **own it**.

What do I mean by a "unique twist"? It could be as small as changing **1%** of the idea—using your own words, your own style, your own stories. You’re not copying word for word (that’s not even legal). You’re copying the **idea**, not plagiarizing the content.

### **How to Stand Out**

If you’re aiming to stand out, **this is how**: by telling old stories in new ways. There’s nothing new under the sun. Even your “fresh” ideas have probably been thought of and done before—if you never heard of them, then they most likely flopped

**Copy the best** content from your favorite creators, even if they aren’t in your niche. Relate those ideas to your niche, and you’ll stand out. Once you’ve gained a large enough following and earned trust, that’s when you can start creating **original** content. By then, your audience will already love you for being you.

I've shared how to tell your own story already, but i'm going to tell it again- don't just give information, give your story then give a lesson from that story, for example, im a first class accounting graduate who ditched her degree to become a content creator, and heres exactly how I did it- see that immediately makes you want to listen, and take my advice on content creation. It sounds better than “heres 5 ways you can start your content creation journey”- not bad, but too boring and generic.

### **Strong Call to Action (CTA)**

Lastly, your CTA is crucial. **Never beg for engagement.** Don't say, “Follow for more” or “Please like my video.” Begging is boring, and we’re not doing that here. Instead, you want to **steer** your audience in the right direction. These are my rules for a great CTA:

* **Be Specific**: Ask them to comment a specific word to trigger something (and **deliver** on that promise). For example, if you say, “Comment 'yes' and I’ll send you a special link,” make sure you follow through. Never bait them with empty promises, or you'll lose their trust.
* **Avoid Generic CTAs**: Don’t say “Follow for more.” Instead, be creative. I watched a video where the creator said, “Like, follow, and comment,” and his videographer joked, “You don’t follow on YouTube; you subscribe.” They didn’t cut it out because it felt genuine. Authenticity always wins.
* **Ask for One Specific Action**: One action is easier than asking for three. For example, say, “Share this with your annoying friend” or “Send this to your mom, if you dare.” The more specific, the better.
* **Be Honest**: Sometimes, the best approach is to be upfront. Say, “Comment so the algorithm shows this to more people,” or “Share this because I want more views.” If your content is good, your audience will want to help you. Honesty works when you’ve given them value.
* **Say Nothing**: Sometimes, it’s better not to ask for anything. If your content is engaging, funny, or educational, people will naturally like, comment, and share. Let your work speak for itself.

### **How to Analyze and Improve Your Content**

Now that we’ve covered CTAs, let’s talk about strategy. Track your performance by analyzing what works and **what doesn’t**. After about 50 posts, you’ll have enough data to see patterns. Which hooks, stories, or CTAs resonated with your audience? Repeat those elements in every video.

Yes, it might feel repetitive, but repetition is exactly what your audience needs to **remember** you. They see hours of content daily—what makes you think they’ll remember yours? Consistency is key.

Even if your old followers have heard your story before, there’s always a new viewer hearing it for the first time. Don’t be selfish with your story—share it as many times as necessary until it sticks.

**Repetition is a good thing**—as long as you're repeating what works. You don’t have to post the same thing all the time, but keep the elements that work, and switch up the rest.

For me, I change my hooks and value takeaways, but my story stays the same.

**Long-Term Growth and Sustainability**

So, you've created all the content you can think of, borrowed every idea, and now you're wondering what's next. For **long-term success**, you need to focus on **evolving your content strategy** and **staying relevant**. How? By giving the people what they want.

Your audience will tell you exactly what they need if you pay attention. Any question that pops up in your DMs? That’s **content**. Just because one person asked it doesn’t mean only one person needs the answer. Every question, every comment, every piece of feedback is a golden opportunity to connect with your audience on a deeper level. Answer those questions in your posts. Speak directly to their pain points, challenges, and desires.

Another tip for long-term growth is to **repurpose your content**. You don't need to reinvent the wheel with every new post. Take your best-performing content and present it in new formats. For example, turn a blog post into a video, a video into an infographic, or a series of posts into a full guide.

Also, **diversify your platforms**. Don’t put all your eggs in one basket. Use multiple media platforms—Instagram, YouTube, TikTok, LinkedIn, etc. The more places you show up, the wider your reach and the more sustainable your growth becomes.

Lastly, don’t just diversify your content—**diversify your revenue streams** too. Explore opportunities like digital products, affiliate marketing, sponsorships, or paid collaborations to make sure you’re not relying on just one source of income.

Keep evolving. Keep listening. Keep experimenting. That’s the formula for long-term, sustainable growth.

### **Wrapping It Up**

* **Set goals**: Aim to post every day (or multiple times a day if possible).
* **Understand the platform algorithms**: Learn what makes the algorithm tick.
* **Analyze performance**: After 50 posts, evaluate what worked and what didn’t.

Once you've cracked that formula, repeat it until it stops working. And yes, I made the mistake of not repeating what worked. I went viral, but I didn't keep telling my story. When I did, I went viral again. That was the pattern I needed to see—repetition works.

Stay consistent, stick to what works, and don’t be afraid to share your story over and over. That’s how you build a lasting brand.

### **4. Upskilling**

**When Starting Out in Content Creation**

When starting content creation, you want to dive in headfirst. The best way to learn is by doing. No online course or even this ebook will teach you content creation if you don't take action. You need to take action quickly.

The best way to learn content creation is to make a video—any video. Let it flop, then keep making horrible content that continues to flop. It's in those flops that you begin to understand what makes a video fail, and eventually, you'll figure out what makes a video go viral. Content creation is the kind of industry where you get feedback from your audience almost immediately, so in a short time, you can grasp what works and what doesn’t.

For example, in a week, if you post daily, you'll have seven posts. You'll get data from those seven posts, allowing you to see which one performed better and to infer why. In most other industries, you'd have to work for six months before you get an appraisal. That’s why content creation is something easy to learn and master in a short time period

I don’t recommend jumping into any course without having made a single video or written any content. You won’t understand what you don’t know or what you need to improve on, so you could waste your time on courses that don’t even address your weak points. Instead, focus on learning through experimentation. You’ll eventually figure out what works for you and clearly see where your efforts should be concentrated. Maybe you're naturally good at writing but struggle with video production. Until you know what you need to learn, you'll just be absorbing information without knowing how to apply it.

I made this mistake myself, thinking I needed to learn everything about content creation before starting. No, you don’t. Start, fail, learn, and then improve. The failures are not only essential, but they also make for great stories later on.

**Financial Advice for Creators**

I studied accounting, so let me give you some financial advice. You don’t want to spend money without being certain that you’ll make it back. I didn’t invest any significant amount into my content creation until I started making money from content creation. I bought my phone with money I made from content. The only thing I got before making money was a ring light, and it wasn’t a huge investment—I could afford it easily.

Yes, invest in yourself and in learning, but don’t spend on equipment until you’ve started creating content. You won’t even know what gadgets to invest in until you begin. The reason i made this book affordable was because it was something i wanted beginners to easily afford and learn from, without investing too much- yet paying money for the value (and something like a commitment fee)

**Learning Through Community and Resources**

Focus on joining memberships and communities where a small group of creators is learning and critiquing each other’s work. This will help you grow three times faster than working alone.

* **YouTube Videos**: Everything you need to know is on YouTube. The only issue is that YouTube has a lot of scattered information, which brings me back to my point: you need to start in order to know what you need to learn.
* **Blogs & Newsletters**: Follow blogs and newsletters that consistently release content about content creation, social media, or anything related to your niche.

**Consuming Content Deliberately**

Now that you're a creator, you can't just scroll through content passively. Every piece of content is research. Every time something catches your attention, save it to a file (I send things to myself), or store the link in a Notion folder labeled with specific topics. For example, I have folders called "Great Hooks," "Humor," and "Emotional Stories." When I need inspiration, I pull from these folders. This will change how you consume content—you’ll become more intentional. You're not just scrolling anymore; you're analyzing how it affects your action (whether you save, like, share, or buy).

**Promise me you’ll take everything I wrote here seriously, and I promise you’ll see massive results.**

**Tips from Your Favorite Creator (Me, wink)**

Creators who teach other creators usually have loads of helpful tips, so follow and learn from them. You should be focusing on these areas in the beginning: storytelling, video production, editing, writing/scripting, public speaking, graphic design, and selling.

Let’s talk about **video production** first. You’ll still need to watch YouTube videos on this, as it's a visual skill, but here are some basics.

**Video Production Basics**

1. **Lighting**: Lighting is the best thing you can do for your camera. I thought the problem was my Android phone, but no—it was my lighting. I used a third-party camera app that allowed me to manually control settings (it was free), and this gave me much crisper videos. Then I got a 3-point light setup:
	* **Key Light**: Positioned 45 degrees from your face and slightly upward, this is your main light source. A ring light is not a good key light because light shouldn't be pointed directly at your face. That 45-degree angle makes a huge difference.
	* **Fill Light**: This softens shadows on your face.
	* **Back Light**: This creates separation from the background. Many creators use colored lights in the background, which gives the video depth.

If you’re wondering how to afford this, you can improvise. I started with window light as my key light, borrowed a lamp for my background, and used a torch with a blue nylon bag wrapped around it to create a colored backlight. I did whatever I could to make it work.

1. **Scripting**: Know what you’re going to say before hitting record. You don’t need to memorize it word for word, but have an outline (as for me, i stutter a little so id rather have it scripted word for word) This will prevent you from rambling (yeah, I do this alot too, so if you know you do this, then script, please). Many creators shoot a small part of their script, pause, reread, and then continue. This way, your delivery doesn’t sound robotic, and you avoid unnecessary filler words like “uhm,” “and,” and “like.”
2. **Captions**: Most people watch content without sound, so captions are essential. Don’t use ALL UPPERCASE letters—it’s hard to read and just UGLY. Instead, use lower case letters. Also mix two fonts (one playful but legible and one basic or formal thats easy to read like arial), and use complementary colors. Keep your captions small enough to read but not so large that they disrupt the video. Think of how captions are sized in movies on Netflix; small but readable.
3. **Color Grading**: This is adjusting the colors in your video to match the vibe you want the video to give. You can play with brightness, contrast, and saturation and color to achieve the mood you want. It’s a personal choice, and if it feels too technical, you can skip it for now.

**5. Sound Effects/Music**

The music is a huge part of video editing, and something that so many people neglect. Some just look for trending audio, throw it into their video, and post it—**nope, it's wrong**.

Your music, whether background or foreground, must match the tone or vibe of the video you want to achieve. It can be:

* Slow, emotional music for a sad story.
* Chill pop for a casual tone video.
* Upbeat music for an exciting announcement video.

**Choose music based on the video** because the music sets the tone in the minds of the audience. For background music, try to use music beats or soundtracks without lyrics, as the lyrics of a song can be distracting—especially if it’s a talking head video. Also, make sure the background music isn’t overwhelming the voice of the person talking. A lot of creators make this mistake, **distracting the viewer** from what you're saying and making it harder for them to listen, and easier for them to swipe away.

**Background music should be changed** if the tone of the video changes within the video. For example, if the video started with an exciting tone, you should use upbeat music, and if something sad happens toward the end, you should change the music to an orchestral or more tense soundtrack.

**Invest in high-quality audio sound**—your video can look bad, but if the audio is good, I can watch it. But if the video looks great and the audio is bad, I can’t stand it. Imagine watching a movie without subtitles in another language—the video may be great, but if you don’t understand what they're saying, you won’t watch it. In the same way, if I can’t hear you clearly, I’ll just click away. So, make sure to invest in at least a cheap mic, or if your phone mic is good, then use that.

**Record your videos in a quiet space**. Avoid rooms that create echoes, as these can make your audio sound bad. If you're recording in an enclosed room, add carpets, curtains, and any fluffy material to absorb sound and reduce echo. That’s why most microphones have foam or fluffy covers—they help absorb sound and echoes, making your voice sound natural instead of robotic.

If you’re shooting outdoors, **be careful** because there are a lot of background noises like birds chirping, leaves moving, wind, cars honking, and people chatting. You’ll most likely need a mic if you're shooting outside.

The best place to shoot is indoors—your house, room, or living room—especially places with a couch, carpet, or curtains. If you have the funds, invest in a good mic.

**Sound effects** also make videos more engaging. For example, when you see money on the screen, you often hear the "ching" sound of money, or if a graphic pops up, you might hear a "pop" sound. If I were shooting a video where I’m typing on my computer, I’d add a typing sound effect. If my phone just turned on, I’d add that "ding" sound. These sound effects help convey the message being said in the video. They make the video sound so much better. **Don’t overdo it though**, just add them when necessary.

**Cut Out Fluff**

Cut out unnecessary bits and make your message **clear and concise**. This is why you need a script. Depending on the type of content you're creating, you can add parts where you’re being funny instead of cutting it out, but don’t overdo this. It’s better for people to feel like they don’t have enough of you than for them to feel like they’ve had too much and want to scroll away.

Whatever you’re doing on screen—whatever makes the final cut—should be **engaging, entertaining, funny, educational, or emotional**. Every clip must serve a purpose, and if it doesn’t, **cut it out**. There’s a book called *Murder Your Darlings*, which basically means to get rid of parts that don’t add to your content, no matter how nice they look or how much you like them. Your content is for your audience, not you.

**Add Memes/Movie Clips**

These are clips from movies or memes that say what you want to say, or help emphasize a point or react to a point in your video. **Use sparingly**—you don’t want to overdo anything that takes away from the actual message of the video. There are apps and sites where you can download meme videos or movie clips to add to your content.

**Dynamic Backgrounds**

There’s an unsaid rule that **after every 3-5 seconds** something on the screen should change. This could be your background, angles, motion graphics, or any other editorial change. You may have noticed that some creators shoot one video in different locations, then cut and edit it into one coherent story—this makes the video more interesting to watch.

You don’t always have to change the background, though. You can change the **angles**—use a medium shot, wide shot, overhead view, and normal talking head shot. Just make sure you **don’t do the basic, boring talking head**—that will make people scroll away.

**Final Tip**

If anything in video editing sounds too complex, **it’s fine**. Start with what you can do, and you’ll get better as you go. **Don’t try to perfect your video before you post**. Just post it. Be willing to learn and improve with each video. Don’t allow yourself to get overwhelmed or burn out. Video editing was overwhelming for me too—it still is! Now, I have an editor, but back then I had to overcome my dislike for editing and just do it.

You're a beginner creator, you're bound to wear many hats. So **learn it and try to get better**, but don’t aim for perfect. **Aim for posted**.

### **5. Equipment and Tools**

**Essential Equipment: Affordable Yet Durable**

* If you do have the money when starting out, then start with a good **microphone**, then get a **backlight** and **key light**, and finally, a **tripod**. Use your phone and you're good to go.
* As you progress, you can get all the equipment you’ll possibly ever need.
* If you don’t have the money, even better, because lack of resources forces you to be **creative**. Make do with what you have and get better as you go.

**Equipment to Avoid**

* Avoid any equipment that isn’t **durable**. The last thing you want is for your tripod to break mid-recording or your mic to stop working.
* Aim for **durability**, even if you have to pay more money. Use equipment recommended by other creators who have probably used many and know which is best for your start.
* Ask them for the **solid ones** and buy that.

**Tools to Use**

*(Include links here)*

### **6. Creating like a creative genius**

The hardest part of creating content is scripting. From analyzing other people's posts to writing your own, your script **makes or breaks your content**.

1. **Start with analyzing**: Look at content from creators in your niche. What patterns do you notice? What types of hooks and storytelling techniques work for them?
2. **Key takeaway and hooks**: After analyzing, write the **key takeaway** of your content. Then, focus on writing **hooks**. Pro tip: write **multiple hooks** for every post. Aim for 10 different hooks and pick the best one.
3. **A/B test your hooks**: Record one video but try it with multiple hooks. Post both versions (at different times, of course) and see which one performs better. This is how you A/B test and figure out what works best for your audience.

**Creative Thinking: Break the Rules to Think Outside the Box**

To generate creative ideas, you need to think outside the box. But to do that, you first need to **fully understand the box**. Know the rules of content creation and why they work before you break them. This way, you’re not just randomly rebelling; you’re making calculated moves.

* Step 1: Analyze 1000 posts to learn what works.
* Step 2: Now, intentionally **create 100 horrible ideas**. Break all the rules you’ve learned, make the worst, most absurd ideas you can think of. Out of 100 bad ideas, 2-3 will be **great**. You can then tweak them into life-changing content.

For example, here are my "bad" ideas for a finance brand:

* A **cartoon character** explaining finance like a children's show.
* The brand owner **farting** on camera.
* A **money tree** in a garden, picked by a fairy.
* A liver **pumping blood** like a central bank pumps money.
* A red-haired girl **twerking** while rapping about money.
* A dirty, money-littered **bathroom**.
* A **16-year-old birthday party**, where the host asks for money and is quizzed on finance by her dad.

These ideas are bad for a reason, but breaking the norm helps unlock creative potential. If you can pinpoint what makes a bad idea bad, reverse that element, and you’ll often find a great idea.

**Mental Tasking: Unlock Your Creative Genius**

There’s a simple technique called **mental tasking** that helps unlock your inner creativity. When you have a problem to solve but don’t know where to start, don’t stress. Here’s what you do:

1. Before bed, **journal** about the problem to keep your mind focused on it.
2. Let the thought of the problem **linger** in your mind for 30 minutes before you sleep. Don’t actively try to solve it—just let it sit there.
3. Sleep on it. When you wake up, you’ll either have fresh ideas, a new perspective, or even a **Eureka!** moment.

I’ve done this countless times, and it works. While I haven’t researched the science behind it, I’ve seen it work firsthand. Just trust me and try it out—you have nothing to lose!

### **7. Audience Engagement**

**Fostering a Loyal Audience**

I probably don’t need to remind you to engage with your community, but I will anyway: **engage with your community**. Here's how:

1. **Respond to DMs**: When you're starting out, there's almost no reason why you shouldn't respond to all your DMs personally. Respond to as many DMs as you possibly can, until it gets to the point where you’re receiving too many to manage. By then, maybe hire an assistant. But in the beginning, responding to every message helps you **build a deeper connection**. Your audience will see you as someone who cares and listens, which can turn them into loyal followers who stick around for the long haul.
2. **Reply to Comments**: If someone takes the time to comment on your post, the least you can do is respond. The only type of comments I’d advise you to ignore are **trolls**—people who don’t have any meaningful arguments or questions and are just there to hate. Every good piece of content will attract some negativity, so be prepared for it. Unless it’s to correct a misconception, ignore trolls and focus on genuine feedback. Responding to comments shows that you value your audience’s thoughts, and this strengthens the connection you have with them.
3. **Share Behind-the-Scenes (BTS) Content**: While valuable content is key, you should also share a bit of yourself—your life, routines, or personal stories. **10% of your content** should focus on community-building through BTS posts. It gives your audience a peek into your personal life, making them feel like they know you on a deeper level. The key is to be **intentional** with what you share, not just randomly oversharing. Make sure you have a clear purpose for why you're giving them this sneak peek into your world.
4. **Collaborate with Other Creators**: Collaboration is a great way to drive engagement and grow your audience. But keep in mind, as a beginner, it’s hard to get collaborations right away. No one wants to collaborate with someone who doesn't bring anything to the table. So before you reach out to any creator, ensure you have something of **value to offer**. Come up with the content idea, script it, and do most of the work. Make the collaboration as easy as possible for the other creator. The goal is to make it a **mutually beneficial** partnership..

### **9. Going Viral**

* Tips and Tricks
* How to Handle Virality- have an emial list

Yep, I hit a million views after being stuck in 200-view jail, and instead of celebrating, I panicked. I know, it sounds ridiculous—who hits their biggest milestone and then flees? But trust me, going viral, especially out of nowhere, can be overwhelming. And it’s not because of failure; it’s because **success** is far scarier.

Think about it. If I had stayed stuck at 200-400 views, what’s the worst that could happen? Nothing. Failure means you stay exactly where you are, comfortable in your routine. But success? That meant change. It meant I had to keep up. I was no longer the Esther everyone knew—I was now “Instagram famous,” a mini-celebrity. Suddenly, people were curious about how much I was making from my videos. They expected me to hire a team, get a virtual assistant, upgrade my equipment, everything.

But change is scary. We naturally cling to certainty. Doing what we’ve always done feels safe, but success forces you out of that comfort zone. I even got a brand deal that made me $300, which felt like a fortune at the time (especially when converted to my local currency). And all of that from pressing record on my crappy phone. It was surreal.

So, what should you do when you go viral? Here’s the thing—don’t chase virality. It often comes when you least expect it. Instead, focus on what you should do **before** you ever go viral:

### **1. Build an Email List**

I wish someone had told me this earlier! Start collecting emails even if you have nothing to sell yet. Just have a freebie—something simple like a template or a 3-page guide—to give away in exchange for email addresses. You don’t need a fancy newsletter or offer right away.

Here’s why: **people rarely buy** the first time they see your content. They buy after seeing you 3, 20, or even 200 times. You need to be consistently in their faces, reminding them of your brand before they even think of buying. While your content helps with this, remember it’s at the mercy of algorithms. What happens if a platform shuts down, restricts your account, or you get hacked? The **only real asset** you own is your email list, and no algorithm can take that from you.

When you eventually want to sell, it’s not the people on social media who’ll be the most likely to buy—it’s the people who are on your email list. So, even if you think you don’t need it, just set up the freebie and let it work for you in the background.

### **2. Analyze What Made You Go Viral**

Unless you’re not interested in going viral again, take the time to break down and analyze what made your post blow up in the first place. Like I mentioned in chapter 3, figure out what worked and why it worked, then **keep doing it**. Remember, if something works, keep doing it—until it stops working

Success can be intimidating, but with the right steps, it doesn’t have to scare you into hiding. Just be prepared, learn from it, and keep growing!

* **Busting Myths: Posting Times, Hashtags, Aesthetic Looks**
* All the tips I’ve already shared about what makes content go viral (see Chapter 3) are all you need to know. Sure, maybe some SEO knowledge could help later on, but as a beginner, let’s keep things simple and avoid the unnecessary technical jargon.
* Forget about obsessing over **hashtags**, **SEO**, or even the perfect **aesthetic**. Focus entirely on your actual content—the **value**, the **story**, the **hook**. You can always perfect these things as you go, but if you spend too much time trying to get everything perfect right from the start, you may never actually start.
* I’ve seen it happen. People obsess over every little detail, burn out before they’ve even posted, or take so long to post that they miss out on potential growth. So, stick to the basics, and put your full attention there. Don’t worry about any other element right now.
* If those things like aesthetics or SEO are truly important, you’ll learn them naturally over time. And when you’ve gained more stability or maybe even hire a team, you can revisit them. But as a beginner? **Ignore it**. I’m giving you permission—those things won’t save terrible content. Focus on what actually matters.

### **10. Analytics and Metrics**

* **Tracking and Interpreting Key Metrics: Engagement Rates, Audience Growth, and Content Performance**
* I’ll tell you not to worry about analytics as a beginner, but I know you’re going to stress over it anyway. So, since it’s inevitable, let me break it down for you. The **most important metric** to focus on is **shareability**. The more shares your content gets, the better your engagement, and the more people will see it.
* Forget about likes—they don’t matter. Comments? They matter a little because they add to the conversation and the message of your content. Sometimes, even if someone doesn’t resonate with your post, they might resonate with the **comments**, and that can make them share your content with a friend, saying, “Check out the comments section, it’s fire.” So, your focus should be on **shareability** and **comments**.
* If you’ve followed all the tips I gave you in Chapter 3, this won’t be an issue. Also, when adding a call to action, don’t overload it with options like “like, follow, comment, share.” Just **pick one** and be specific. The best and most effective CTA is to ask them to share your content—it drives engagement and visibility like nothing else.
* Another **Key Performance Indicator (KPI)** to keep an eye on is **leads**—potential clients or people interested in a product or service you’re offering. This is the most exciting metric because it can lead to actual money in your pocket. I’ll dive deeper into this in the monetization chapter.
* Lastly, if you really want to dive into data, there are great analytics tools out there like **Google Analytics**, **Instagram Insights**, and **YouTube Analytics**. But as a beginner, don’t get too lost in the numbers. Focus on **shareability** and **engagement** first, and the rest will follow.

###

### **12. Monetizing**

You've been waiting for this moment, and I'm about to tell you how to actually **monetize your content**—and honestly, it’s simpler than you think. Let’s break it down into the essentials:

### **1. Start with a Freebie**

This might sound counterintuitive, but giving away something for free helps you build **trust** with your audience. When your free content is better than other people’s paid content, you're on the right track. Freebies give you confidence, allow you to **test your ideas** on a small group, and improve the product before asking for money. Plus, there's the added bonus of **growing your email list** for future sales.

You also get **free reviews** and potential word-of-mouth referrals. So, instead of risking a refund from dissatisfied customers, you test the waters with free value, build credibility, and then go bigger.

### **2. Sell Digital Products**

Digital products are a game-changer. Start with a **minimum viable product**—something small like an ebook, template, or mini-course—and sell it to a small audience. Use feedback from the early buyers to refine it until you have something amazing. Once your product is solid, you can scale it up and go harder on promoting it. Digital products are a **reliable** and scalable way to generate income, plus they’re fully under your control. Examples include:

* Courses
* Ebooks
* Challenges
* Paid newsletters

### **3. Creator Partnerships**

Some platforms pay creators to make content—Instagram and YouTube are big on this. While it can be a great side income, it’s not available everywhere, especially outside the U.S. So, it’s an option, but not one to rely on heavily. Focus on **creating content** that resonates and drives engagement first.

### **4. Selling a Service**

Many creators build a personal brand to offer a service—whether it's **copywriting, video editing**, coaching, or consulting. The key is to **position yourself** as an expert in your niche. People will pay for your expertise once you've built trust through your content.

### **5. Brand Deals**

Brand deals are where the big bucks come in, but they require strategy. Here’s everything you need to know about working with brands:

#### **How to Get Brand Deals:**

* **Position your content** in a way that brands see your value. For example, if you want food brands to reach out, start including food in your content—even if you're not a food blogger.
* Do **product reviews** and tag the brands you want to work with. Brands want to see how you align with their products.
* **Send cold DMs** to brands. Here's a template you can use:

**Cold DM Template (for instagram/ tiktok/ linkedin)**: "Hi [Name],
I love the work you’re doing at [Brand]. I especially appreciate [insert something specific about their brand]. Quick question—are you currently working with creators to increase trust with your potential customers and build more publicity for your brand?
I’m asking because I noticed most brands focus on ads but miss the opportunity to collaborate with creators like me who already love and use your products. By doing so, you could tap into my loyal audience and convert them into sales. Here's a video of me using your product: [insert link]. Let’s chat if you're interested!"

Or

**Cold Email Template (usually you can get emails from their website, or using hunter.io) Subject:** Partnership Opportunity – [Your Name] x [Brand Name]

**Hi [Recipient's First Name],**

I hope you’re doing great! I’m [Your Name], a content creator who specializes in [mention your niche, e.g., tech reviews, mobile photography, etc.]. I’ve been following [Brand Name] for a while and love how your [mention specific product feature you genuinely admire] aligns with the needs of my audience.

**Why I’m Reaching Out:**

I’m looking for exciting opportunities to collaborate with innovative brands like [Brand Name]. Given my audience’s interest in [mention relevant audience interest, e.g., cutting-edge mobile technology], I’d love to partner with you for a series of sponsored video content where I can feature your [mention product line/model].

**Here’s What I’m Proposing:**

* **Sponsored Video Content:** I will create [X number] of videos showcasing your [product] and its features in a way that resonates with my audience and doesn't seem salesy
* **Authentic Promotion:** I’ll integrate the product naturally into my content, using storytelling and detailed reviews to highlight its value.
* **Bonus:** I’d love to explore the possibility of receiving a product to demo, which will allow me to showcase real-life use cases and create more engaging, hands-on content.

**Why This Will Work for You:**

* My audience of [number] followers is highly engaged with [mention relevant demographics, e.g., mobile enthusiasts, tech lovers].
* Recent campaigns with similar brands have generated [mention any relevant success metrics, e.g., X% engagement, increased brand visibility, etc.].
* I focus on authentic, relatable content, which drives both product interest and trust.

I’d love to explore this further and discuss how we can create something valuable for both our audiences. Please let me know if this is something you’re open to!

Best,
[Your Full Name]
[Your Social Media Links]
[Your Contact Information]

This approach shows you’ve done your homework, provides value upfront, and gives them an easy way to say yes by highlighting your audience, metrics, and content style. Make sure to customize the template for each brand and include any relevant examples of past collaborations.

When reaching out to brands for sponsorships or partnerships, get creative, they probably get more cold dms and emails than you think, so go the extra mile by creating a demo video for them to show that you can actually give the value you are offering (you want to watermark this and let them know that they cant use it without your permission). But the point it go the extra mile.

You can also just tag them in your videos if you feature their product or service or send a cold dm and ask them to send you free stuff, you never know, it might just work.

#### **Pricing for Brand Deals:**

* **Always ask for their budget first.** If they don’t give you a number, give them a rate higher than you think you're worth—trust me, you're probably underselling yourself. In the beginning, you don't want to overprice too, but still give them a rate higher than what you think you're worth and allow them to negotiate down. It usually depends on how big the company is and the amount of promotion you are doing for them.
* Be clear on **exclusivity** (if they expect you not to work with competitors), usage rights (how long they can use your content), and deadlines. The more they ask for, the higher your rate should be. For example if they are asking for permanent space on your highlights, then charge more than if it were just for a 24 hour story.
* Create a **portfolio** showcasing your best work with brands (or mockups if you're just starting), and have a **quote** ready.

#### **How to Price Yourself:**

* Factor in the time spent creating, editing, and promoting the content.
* Don’t forget about your reach and engagement rates. Brands care about the value you bring, so don’t be afraid to charge accordingly.

### **Additional Monetization Strategies**

1. **Affiliate Marketing** I don’t personally use affiliate marketing, but many YouTubers and creators swear by it. The concept is simple: you recommend products and earn a commission when someone buys through your link. But I only talk about things that have actually made me money and that I know work from personal experience. So while affiliate marketing might be great for some, I’ll leave the detailed advice to the people who’ve done it successfully. Just make sure you pick **products that align** with your content and audience if you do try it out.
2. **Crowdfunding and Memberships** Platforms like **Patreon**, **Skool**, and other **paid membership communities** are more for advanced creators or “gurus.” These platforms allow your audience to support you monthly in exchange for exclusive content, Q&As, or behind-the-scenes access. It’s an excellent way to build a **community** and get consistent income, but as a beginner, you don't need to jump into this yet. Focus on **building your audience** first, and you can introduce these later once you've established a loyal base.
3. **Offering Consulting or Coaching Services** Once you’re a bit more established, you can offer **consulting or coaching services**. People will naturally start asking for personalized advice, and this can become a high-ticket revenue stream. Like I’m doing with coaching and mentorships, you’ll get here soon. Don’t worry if it’s not something you’re ready for just yet. As your audience grows and you gain more experience, this will come naturally. For now, just focus on delivering **free value** and building your credibility.

### **13. Platform-Specific Tips**

### **Best Practices for Major Platforms**

#### **YouTube**

* **Focus on Your Thumbnail and Title**: MrBeast, one of the biggest YouTubers, says to spend **50% of your effort** on your **title, thumbnail, and first 10 seconds**. It doesn’t matter how great your content is if no one clicks on it. Your title and thumbnail are your hooks to get people in.
* **Start with Searchable Content**: As a beginner, create content that people are actively searching for. Use Google and YouTube to find popular "how-to" questions and **tutorials** in your niche. YouTube is still a **learning platform** at its core, so educational content does well.
* **Shorter Videos for Starters**: No one knows you yet, so start with **5-minute videos** or less. People are more willing to give you a chance when the time investment is low. Once you’ve built a subscriber base, you can slowly increase your video length.

#### **Instagram**

* **Short, Fast-Paced Videos**: Focus on **videos under 60 seconds**. Attention spans are short, so your content needs to be fast-paced and **retain attention** through editing.
* **Forget About Reels Covers and Aesthetics**: Instagram’s algorithm doesn’t care about how pretty your feed looks or how carefully curated your Reels cover is. What matters is a **good hook**, **telling a compelling story**, and **giving valuable information**.
* **Be Creative**: Instagram users want fresh, creative videos. Don’t recycle the same formats over and over—**bring something new** with every post.

#### **TikTok**

* **Casual, Chill Vibe**: TikTok users appreciate **authenticity** and a laid-back approach. You don’t need super-polished content. Just speak as if you’re talking to your **best friend** and keep things chill.
* **TikTok as a Search Engine**: Like YouTube, TikTok is also becoming a **search engine**. Use SEO tactics, including searchable titles and **relevant hashtags**.

#### **LinkedIn**

* **Text-Based Content with Value**: LinkedIn is primarily a **text-based platform**, but videos are gaining ground. The key to LinkedIn success is **value-packed content** that positions you as an authority in your field.
* **Focus on Skimmability**: Format your content for easy reading with **bold text, short paragraphs, emojis, and special characters**. People skim content on LinkedIn, so make it easy to digest.

#### **Platform-Specific Growth Hacks**

* **YouTube**: Use **Google Trends** or tools like **TubeBuddy** to find trending search queries in your niche and create videos around those topics.
* **Instagram**: Test **different video styles**—face-to-camera, text overlays, tutorials, etc., to see what resonates with your audience.
* **TikTok**: Follow viral **sounds** and **trends** but make sure you add your own spin to them.
* **LinkedIn**: Optimize your content for **engagement**—start posts with a **strong hook**, and ask questions or provoke discussions to encourage comments.

With the right strategy tailored to each platform, you'll be able to grow and keep your content relevant!

### **14. Time Management and Productivity**

### **Balancing Content Creation with Other Responsibilities**

Yeah, I know creating content while being a full-time worker, student, or just a full-time human is hard. Trust me, I’ve been there. So here are my go-to tips for staying consistent:

1. **Idea Bank:**This is *the* most important. I keep a running list of ideas (experiences, stories, lessons, struggles, learnings) so I’m never staring at a blank screen, trying to force creativity. The moment an idea hits me, I jot it down. That way, when it's time to create content, I don’t need to figure out what to say. I’ve already got a treasure trove of ideas ready.
2. **Batch Creating:**A lifesaver. I’m talking about knocking out multiple posts in one sitting. Instead of creating one post a day, I create five or six in one go. That’s why the idea bank is crucial—you can quickly reference your ideas and turn them into content. Plus, it saves time and keeps the momentum going. You’re already in the zone, so use it.
3. **Content Reservoir:**I stash away extra posts for those “emergency” days when life gets in the way and I don’t have time to create new content. This has saved me more times than I can count, like today (I’m posting late because I’ve been super busy). Having a few backup posts gives you breathing room on chaotic days.
4. **Single Platform Focus:**I focus on one platform at a time. Right now, LinkedIn is my main squeeze—no distractions. Normally, I’m active on Instagram, but I took a break to double down on LinkedIn. This focused approach means I’m putting my energy where it matters most, instead of spreading myself too thin.
5. **Done > Perfect:**Perfectionism is the enemy of progress. No one’s waiting for you to post the *perfect* piece of content—they just want something valuable. Stop trying to make every post flawless. Done is better than perfect. Get it out there, and improve as you go.
6. **Consistency Partner:**Accountability is key. I have a friend who keeps me in check, asks me about my goals, and makes sure I’m staying on track. Find someone to hold you accountable—it works wonders.
7. **Repurposing Content:**Don’t reinvent the wheel every time. Repurpose your content across platforms. Turn a blog post into a series of LinkedIn updates, or a video into a carousel. Repackage the same idea in different formats to save time.
8. **Remember Your Why:**This is what keeps me going. My *why* is simple—I just want to help people. Cliché, I know, but it’s true. Knowing why you started helps you push through the tough days when you’d rather do anything but create content.
9. **Simple Discipline:**Show up every day, no excuses. It’s not about massive action; it’s about small, consistent steps. You don’t need to hit a home run every time, just show up.
10. **Use AI to Systemize Everything:**Seriously, AI tools can make your life easier. Automate where you can, from scheduling posts to generating content ideas. Streamlining your process means you have more time to focus on the creative side of things.

### **Tools and Techniques for Staying Organized and Productive**

To stay on top of everything, I use a mix of tools and methods that keep me organized and productive. Here are a few:

* **Trello/Notion:** Perfect for managing my idea bank and tracking content progress. I break down my tasks and prioritize what needs to be done.
* **Google Calendar:** My schedule is planned down to the hour. I block out specific times for content creation, meetings, and personal tasks.
* **Canva:** I use Canva for quick, easy design work. It’s great for creating thumbnails, social media graphics, and visual content without spending too much time on it.

### **15. Mental Health and Well-being**

### **Maintaining a Healthy Work-Life Balance**

Okay, I’m going to be real here—I don’t have all the answers about work-life balance, but I’ve learned a few things along the way that I can share.

First of all, **don’t obsess over things you can’t control**. Once you’ve posted your video or content, let it go. Don’t sit there refreshing your page waiting for it to go viral. You’ve done your best, and that’s all that matters. The outcome is out of your hands. Focus on what you can control—creating better content, improving your skills, and showing up consistently.

Also, **comparison is the thief of joy**. The only person you should compare yourself to is the person you were yesterday. If you’re getting better, that’s what counts. Don’t waste energy comparing yourself to people who’ve been in the game longer or have more resources. Just keep moving forward at your own pace.

Here’s something I wish I knew earlier: **work like a lion, not a cow**. Lions rest, save their energy, and then go all-in during short bursts of activity. Cows graze all day without really getting much done. When you focus your energy in short, productive bursts, you’ll achieve way more than if you’re constantly working but never really moving the needle. Prioritize intense focus over endless grind.

Another big lesson: **having a support system is everything**. Surround yourself with people who cheer you on, hold you accountable, and aren’t afraid to tell you when you’re messing up. It’s invaluable. Trust me, I didn’t always have this, and the difference it makes is huge.

### **Coping with the Pressures of Being a Content Creator**

Let’s be honest—being a content creator isn’t all fun and games. The pressure to constantly create, engage, and grow can take a toll on your mental health. So, how do you cope with all that?

* **Set boundaries**: You don’t need to be available 24/7. Turn off notifications, set clear working hours, and make time for yourself. Protect your peace.
* **Take breaks**: When it gets overwhelming, step back. A day off won’t kill your growth. In fact, it’ll make you better when you come back refreshed.
* **Celebrate the small wins**: Don’t wait until you hit 100k followers to celebrate. Did you hit 1k? Did someone DM you to say your content helped them? Those are wins. Appreciate them.
* **Remind yourself why you started**: On tough days, go back to your why. Why did you start creating content? Why do you keep going? This keeps you grounded and pushes you through those slumps.

### **Resources and Support Networks for Mental Health**

There’s no shame in reaching out for help when the pressure builds up. Here are a few resources to help maintain your mental health:

* **Therapy**: It’s not just for when things are falling apart. Having someone to talk to regularly can help you process the highs and lows of content creation.
* **Support groups**: Online communities like Facebook groups or Reddit threads can be great places to connect with other creators who get what you’re going through. Sharing your struggles and hearing others' experiences can be a huge relief.
* **Meditation apps**: Apps like Calm or Headspace can help you practice mindfulness and ease stress. Just a few minutes of deep breathing or meditation can do wonders.

At the end of the day, **your mental health comes first**. If you’re not okay, your content won’t be either. Take care of yourself first, and everything else will fall into place.

### **Conclusion**

* Just start. Seriously, **start with what you know**. You don’t need to have it all figured out. The most important thing is to take that first step, no matter how small. As long as you start, you’re already ahead of everyone still thinking about it.
* If you’re still here reading this, it probably means you haven’t started yet. So, why wait? The only way you’ll learn and improve is by doing. Stop overthinking, stop waiting for the perfect moment, and just start.

Tell chat gpt to highlight the parts where you need to add examples or recommend apps or tools