

HOW TO GET STARTED AS A CONTENT CREATOR WORKSHEET

What topics interest you? What subject matter do you care about? What could you talk about non-stop that would make great content for your brand? (Only your opinion matters here, don't worry about what people "want" to see or hear.)

What equipment do you have access to? (iPhone, tripods, lights, computers, editing software, etc). Your first challenge is to create a video using only the equipment you listed below. Give it a try!

What is your primary platform for building your brand? Why did you choose this platform? What type of content will you post on this platform? How many days a week will you post?

Who is your ideal audience member? (For Ex: Black 20 something year olds who are living in LA trying to launch an acting career.) GET SPECIFIC!

What is your Mission Statement?

What obstacles are your audience members facing? Why will they want to watch your content on a consistent basis? And, no "just because its interesting" is not a good answer.

Let's plan your first month of content. Above you wrote out many days a week you'll post new content. Take that number multiply it by 3, then create that amount of bulleted ideas for a month of content. Dont worry, you can always tweak this later.

CREATE YOUR FIRST PIECE OF CONTENT. Write your thoughts here. How was it? What did you learn? What can you do better next time?