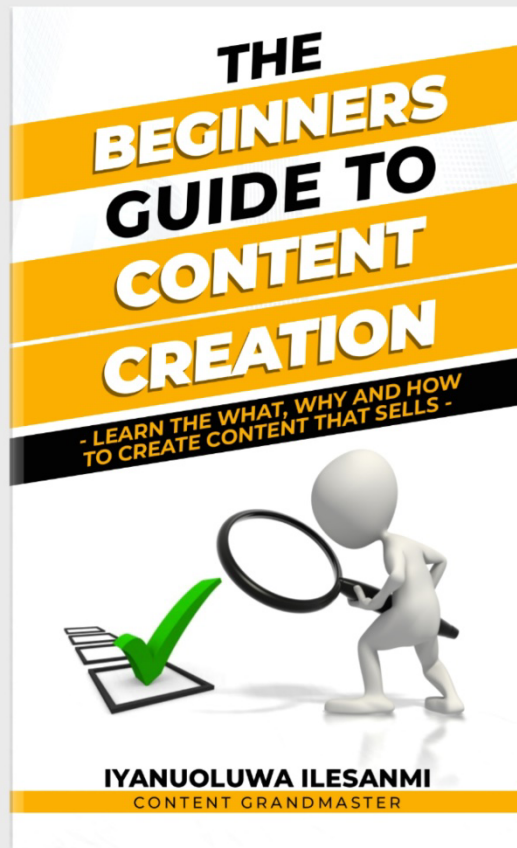




# THE BEGINNERS GUIDE TO CONTENT CREATION

*Learn The What, Why, and How To Create  
Content That Sells.*

Iyanuoluwa Ilesanmi  
(Content Grandmaster)

I'm so excited that you were able to get **THE BEGINNERS GUIDE TO CONTENT CREATION** where I am going to put you through everything you need to understand about what content creation is and why you need to start creating content.

The truth is, a lot of us don't know why we need to start creating content. We think creating content is just for some set of people called "content creators".

But the truth is everybody needs to become a content creator especially in this era we are in. This digital age that we are in, you cannot thrive on the online space without creating content/paying a content creator.

- You might have heard or seen somewhere online that "content is king". That is a true statement. Indeed, content is king and for you to be a king in your industry, business and everything you do either as a business owner, personal brand or as an influencer, it all lies on your ability to create compelling content.

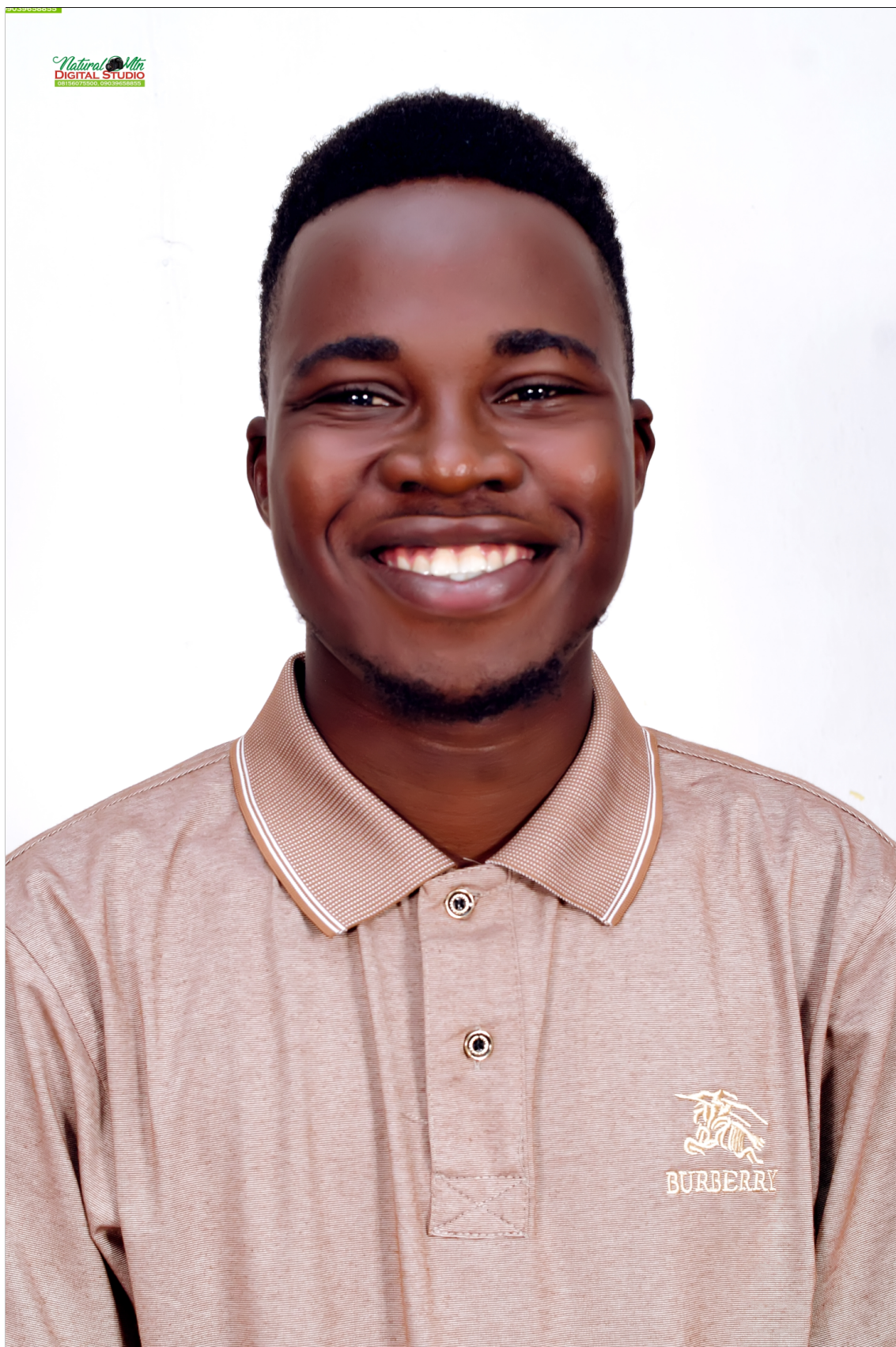
So, you need to understand that content creation is not just for a particular set of persons. Everybody needs and must be a content creator.

**KINDLY NOTE THE FOLLOWING;**

1. Most people get FREE material and never learn from them. Don't be most people.
2. The book is less than a 40 minutes read and as such I recommend that you finish it in one sitting so you can draw your action plans and start executing.
3. You're free to share the book with your friends and loved ones. Just ensure that you give me the credit.
4. My WhatsApp community get first hand information about my FREE resources (even those that don't go out to the public) so if you're yet to be part of my community, do so [here](#).

Love,  
Iyanuoluwa Ilesanmi.  
(*Content Grandmaster*)

Before you proceed, **WHO AM I? And WHY SHOULD YOU LISTEN TO ME?**



My name is Iyanuoluwa Ilesanmi popularly called the '*Content Grandmaster*'.

This is the name I have earned as a result of my expertise as regards content creation. I have successfully trained over 10,000 (both free and paid) on content creation with a lot of people getting results.

Some of my students have gotten high paying jobs because they learned content creation. A lot of them have experienced exponential growth in their businesses. A lot of them have recorded increase in sales, a lot of people have recorded increase in revenue through content creation.

What I preach is that everybody has a message even if you are in a business, your business has a message and when you can effectively communicate that message, you get to see an increase in your visibility, increase in engagement and increase in your profits.

I go by the name 'Content Grandmaster' on Instagram. If you go to my Instagram page, there's an avalanche of free **PREMIUM** resources that can turn you from a beginner to an expert when it comes to content creation.

So why should you listen to me? I have said, don't listen to me because it is me. Listen to me because of the track records and results I've gotten

when it comes to content creation having worked with over 20-30 brands.

I know what content creation is and I know what you need to do to help you to ensure that you get massive result you desire.

I have also trained a lot of persons who have become experts in their industry and I have worked with notable brands such as Fortune Nnamdi's brand, Ventus brand, Soft Point brand, Bellcroft Digital Agency brand, AffiliatedNg, to mention but a few.

I have also worked with my own personal brand 'Content Grandmaster'.  
Amazing stuff!

So this is why you need to listen to me.

**What you'll be learning in this book;**

**In THE BEGINNERS GUIDE TO CONTENT CREATION I am going to be working you through:**

- **WHAT CONTENT CREATION IS?**

A lot of times, what we think is content creation, is not exactly what it is. Content creation is more than what we think it is. You will agree with me that when you don't understand the concept of something, it would be hard for you to grasp the strategy that makes for that thing. So it's important that you learn what exactly content creation is.

- **FORMS OF CONTENT CREATION**

It's imperative to note that content creation is built upon 'four pillars' which I will be exposing you to. I am going to be giving you examples of those forms of content creation

- **THE MISCONCEPTIONS OF CONTENT CREATION**

There are some myths you have believed probably and you are not alone because a lot of people do too.

People mistake content creation for other stuff and some have their confusion among the forms of content creation.

The good news is, you won't be one of such people because I will be teaching you how these things relate to each other and also the differences.

- **WHY EVERYONE SHOULD BE A CONTENT CREATOR**

I will give you concrete reasons why you need to be a content creator. Also, I would tell you why you need to understand that content creation is not just for some particular set of persons.

If you want to thrive in this day and age, you need to be a content creator.

- **WHAT YOU NEED TO UNDERSTAND BEFORE YOU START CREATING CONTENT**

There are some things you need to put in place before you start creating content. It is pertinent you understand this before you get started. Basically, there are three rudiments and I promise to walk you through these.

- **HOW TO BE A BETTER CONTENT CREATOR AND THE PROCESSES INVOLVED**

As you know, you can only succeed in any chosen career path when you judiciously follow processes involved in such niche. In the same vein, there are step-by-step processes that will guarantee your success in content creation if you commit to and follow them sequentially. There are about 6-7 processes involved which I will simplify to the level that even a dummy will understand.

- **MONEY MAKING OPPORTUNITIES AS A CONTENT CREATOR**

There are great money making opportunities in the content creation space that most content creators are ignorant of. I will be showing you how you can position yourself in order to effectively and seamlessly monetize content creation and use it as a wealth creation vehicle.

***Also my bonus tip will include TOOLS YOU CAN USE AS A CONTENT CREATOR***

A quick recap of this course outline include;

1. WHAT CONTENT CREATION IS?
2. FORMS OF CONTENT CREATION.
3. THE MISCONCEPTIONS OF CONTENT CREATION.
4. WHY EVERYONE SHOULD BE A CONTENT CREATOR.
5. WHAT YOU NEED TO UNDERSTAND BEFORE YOU START CREATING CONTENT
6. HOW TO BE A BETTER CONTENT CREATOR AND THE PROCESSES INVOLVED
7. MONEY MAKING OPPORTUNITIES AS A CONTENT CREATOR.

Bonus tip includes TOOLS YOU CAN USE AS A CONTENT CREATOR

## WHAT IS CONTENT CREATION?

I am very sure that if I was teaching you face to face and ask you “what is content creation?” the very thing that comes to your mind is ‘writing’.

That is not content creation. Although it is a form of content creation which I am going to be explaining to you later on.

You need to understand that content creation is not just writing and this has been one of the biggest myth you have believed.

So when they ask “Are you a content creator?” You say, “No” because you cannot write. Well, you don’t have to learn how to write before you become a content creator.

So, the question is what exactly is content creation?

Before we explain what content creation is as a whole, **What Is Content?**

Content in its simplest form means information.

Anything out there that passes information to any audience or a

particular audience is content.

Going by that, you will agree with me that Facebook posts, YouTube videos, eBooks, music videos, hardcopy books, blog posts, white papers are all forms of content-anything at all that passes out information is content. The movies you watch are content.

**CONTENT MEANS INFORMATION.** Anything you are passing out or putting out there that gives information to some set of persons or to the general public at large is called content.

So, when we say content creation, we understand that creation is the process of birthing something. Creation is the process of producing something. Creation is the process of bringing something to life. Your ability to create, birth, give life, publish information out there is what makes you a content creator.

With that being said, *content creation is the producing of information for a specific audience or the general public at large, which means that this text you are reading now is a form of content creation.*

If I decide to make this in form of an audio course, it is a form of content creation. If I turned this to a video course it is a form of content creation.

So, you need to understand that content creation, is in you producing **valuable** information. Please take note of the word valuable because if your information is not valuable, you would be doing it the wrong way. We would go into that later.

Here, your ability to create information is what makes you a content creator.

By default, you begin to understand that everybody is a content creator. As long as you put out information, you are a content creator.

Everybody that I know is a content creator. As long as you upload a picture on Facebook, you post something on your WhatsApp status which could be your product, you are a content creator.

The difference is that you are not creating the right content and you are not doing content creation the right way.

You need to understand that when we talk about content creation, we are not just talking about writing. We are talking about your ability to create content for whatever purpose you want.

You finding a topic that your audience is interested in and providing them information's in that wise, that's creating content, be it visual or audio.

You need to understand this because your understanding of this gives you the ability to consciously and effectively make effort in putting out great content in whatever platform you want to leverage and get whatever result you desire.

**As a recap, content creation is you being able to produce valuable information for your audience.**

You see, your strategy for producing content for your product to get more visibility and sell more is what content creation is.

Your ability to identify a topic your audience needs and then dishing out valuable information as regards that topic whether to build your visibility, get more engagements or make more product sales is what content creation is. It is very important that you understand this.

So when next someone meets you and ask you, "are you a content creator?" You should be able to beat your chest and say, "I am a content creator" and why, because you dish out valuable information.

Content creation is not just for some set of persons. You are a content creator except you don't put out anything on the online space, except you not upload on your WhatsApp status or on Facebook or you are not on any social media platform. From now on, you need to start seeing yourself as a content creator.

With that being said, if content creation is not writing, when does writing comes in? This leads us to the next aspect of what I am going to be sharing with you which is the forms of content creation.

## FORMS OF CONTENT CREATION

I have been able to lay the foundation that content creation is not writing, let's consider where writing comes in.

There are four forms of content creation and it is very important that you understand them very well so that you won't make the mistakes I see a lot of people make.

You need to understand that your content does four major works which are:

1. It informs your audience.
2. It engages your audience.
3. It entertains your audience.
4. It brings them to an awareness of something.

Content creation is divided into four forms. They are:

1. Text form
2. Audio form
3. Visual form
4. Audio-visual form

### 1. TEXT FORMAT

This is where writing comes in.

Here, your ability to present information in written format is an example of the text format of content creation. People that do this are called content writers.

They are able to communicate their thoughts effectively. These people

create content to create awareness, dish out information, entertain people and engage.

This is what a lot of us mistake for content creation. This form of content creation is just an aspect of content creation.

Although all other forms of content creation built upon it, it doesn't make it synonymous with content creation. Content creation is the sum total of these four forms with content writing being its basic form.

### **Why Is Content Writing the Basic Form?**

The thing is, before you are able to produce the other forms of content creation, you need to first pen them down and outline them. That makes it the most basic form which is why a lot of people mistake content writing as content creation and content writing is different from other forms of writing.

One example of content writing is the Facebook posts you read.

This is so because those Facebook posts you read is doing one of the functions of content creation which is either informing you about something, engaging you, bringing to your awareness to something or entertaining you.

Also the blog posts you read on Google whenever you type something like *"Natural Remedies for Treating Malaria"*, the result you get in a written form is an example of content writing.

Instagram captions is also a form of content writing. The YouTube description is also a form of content writing. So any information being passed across in the written format is an example of content writing.

There are some other forms of writing that are not content writing. They are;

#### A. Copywriting

People mistake copywriting and content writing. They are different. The difference between content writing and copy writing is in its purpose.

When you write content, you are doing so to build an audience that would know you, like you, trust you and be loyal to your brand. They will carry out any tasks you want them to do at the later end. You are nurturing your audience.

Content writing helps you to nurture your audience to make future sales while copy writing means you creating copies to sell.

This means content writing purpose is to nurture your audience to keep your brand in their mind while copy writing is creating copies which you can call sales advert for these same audience to sell something. This is why copywriting is defined as “salesmanship in print”.

#### B. Creative writing.

Content writing and creative writing are two different things.

Content writing is written with your audience in mind. You are writing to solve a problem. You are writing to give solution to the problems your audience are facing.

However, when it comes to creative writing, you have to understand that

you are doing creative writing to express yourself. Maybe you are into fictional works. Here, you are not writing to sell to people. You are just expressing our creative juice.

Others places that content writing plays out are:

- a. Email letters
- b. Blog posts
- c. Article writing
- d. White paper
- e. Company product description etc.

## **2. AUDIO FORMAT**

An example of an audio form of content creation is a podcast.

You don't read what you are hearing but rather listening to it.

Any information you get by listening, is a form of audio format of content. Examples are audio book, radio broadcast etc. People that do these format can either be podcasters, musicians, voice over artists etc.

## **3. VISUAL FORMAT**

This is where graphic designers come in.

I hear where graphic designers say that they are not content creators, and I get surprised. But I got to understand why they say so is because they don't have a knowledge of what content creation is.

Graphic designers are also content creators. We called them the "visual content creators". They produce their own content using visual elements.

One example of this form of content is Instagram carousels.

These are the pictures posted and captions are added. These are examples of visual content creation. They pass their information in graphic format.

#### **4. AUDIO-VISUAL FORMAT OR MOTION FORMAT**

By its name, you already know what I am talking about which is the video content creation.

Video content creation encompasses those people that call themselves videographers, those that create promotional ads videos, video ads creator, explainer video creators, video editors etc.

The process of creating video is a form of content creation and they produce the motion form of content creation or the audio-visual form of content creation.

With these in mind you already know that content creation is not just limited to writing. And there are four things that make up content creation.

Let's move on.

# MISCONCEPTIONS OF CONTENT CREATION

## 1. Content Creation Is Content Curation

People do not understand the difference between content creation and content curation.

Content creation as the name implies, means creating content from scratch. Content creation is you using your imagination, insights, knowledge, experiences in birthing new information or creating new content right from scratch while content curation is you getting content from various sources and merging them to create a content.

For example, if I sit down and record a podcast, it is a product of my own work from scratch. What I am doing is content creation. but if I had gone to bring out information from other sources maybe I had gone to Google and I am telling you in my content something like, “according to...”, that is what we call content curation because it was not originally created by me. It was gotten from other sources.

## 2. Content Marketing Is the Same with Content Creation

Most people still mistake these concepts till date.

Content marketing is the strategies you employ while content creation is the tool you wish to carry out these strategies.

Content marketing is the generic name given to the strategies used to sell your product while content creation is the tool. It is the skill that help make your content marketing effective.

### **3. Content Creation Is Content Auditing**

The difference between these two concepts is that content creation is in you creating an original content while content auditing is in you checking if content is fit for the purpose you want it to serve.

### **4. Content Creation Is Content Repurposing**

You already know what content creation is. But when we say content repurposing, it means taking one content format and converting it to another content format.

For example, if I convert this eBook you are reading to a video course, what I am doing is not content creation, what I just did is content repurposing. I don't need to create the content from scratch. I just need to cover it.

# WHY EVERYONE SHOULD BE A CONTENT CREATOR

## 1. It Helps to Build Your Credibility

People won't trust you if they are not seeing your works out there.

People won't trust you if you are not creating content that adds value to them. So it's very important that you create content so that people would learn to trust you.

When you start creating content, people will begin to see you as an expert in your industry when you start creating valuable content that's relevant to your niche.

Your content builds credibility and people will say that they are not talking to a robot. They will believe that they are talking to someone who understands their pains and problems and has solution to the problems they are going through.

Your content helps to build credibility. It is what makes your prospects to find you trustworthy. It is what makes people to want to do business with you.

If I intend doing business with you, and I go to your platforms, maybe your Instagram page, your Facebook page, blog or whatever platform you are leveraging and I couldn't find any content there, I would not do business with you because automatically I will believe you to be a scam.

## **2. It Helps You to Attract and Engage Serious Prospects**

Now note, I didn't say just prospects. I am talking about serious minded prospects.

You get high paying prospects that pay you for what you are worth and not people that will down-price you. We are talking about people that will be paying you whatever amount you request from them.

You need to understand that content creation helps you to attract and engage serious prospects because before any person gets to make buying decision, they first just want to know what's in it for them. And if you cannot tell them what's in it for them, they will not buy from you.

So it is from the content you create that people can then say, this guy is good at what he does, this guy deserves to be paid a high sum of money, before they make their buying decision.

## **3. It Makes Your Existing Customers Stay**

For example, if you are someone who is into baking and so many students have learnt from you before. People who have learnt baking from you before will stay if you keep giving them tips to develop themselves in the baking industry.

If you keep giving them strategies to make the ones they are baking sweeter than the ones they used to bake. They will stay because they are still getting valuable information.

People never refuse what works. People never questions what works. As long as you remain valuable to them, people never resist value. It is only when you stop being valuable to them that they go to the nearest competition available.

So, you need to constantly give out value. For example, you sell clothes, and I bought the cloth from you. If you keep telling me what I need to do, the kind of soap I need to use to wash the cloth so that it won't fade or spoil, I will definitely stay with you and whenever I want to buy a cloth next time, I will certainly patronize you.

#### **4. It Positions You as an Expert**

When people start seeing the kind of content you put out there, they will be able to say, oh wow this guy is good at what he does.

For example, I am a content creator, if you go to my Instagram page, you will see the tons of content I had put out only on content creation. You are going to get a lot from there and by the time you are going through my Instagram page you would've already concluded that this guy is an expert at what he does. This is what content creation helps you to do.

## **5. It Helps You to Build a Community of Loyal Audience**

When your audience see that they are getting value from you every now, they will stay loyal to you. They are not going anywhere. They will stay loyal to you and whenever you put out something there, they will definitely engage in it. These set of people will remain loyal to you if you can consistently and intentionally create content that they need.

## **6. It Helps to Grow Your Business**

All these benefits I have listed out are what content creation offers. It helps you to grow your business, increase your visibility and engagement. It helps you to increase your sales. It also helps you to increase your influencing level, authority level, thought leadership positioning and build yourself as someone that is credible.

As a recap, the benefits of content creation includes:

- It helps you to build your visibility.
- It helps you to build your credibility.
- It helps to attract and engage serious prospects.

- It makes your existing customers stay.
- It helps to position you as an expert.
- It helps you to build a community of loyal audience.
- It helps to grow your business.

## WHAT YOU NEED TO UNDERSTAND BEFORE YOU START CREATING CONTENT

You see, with my experience over the years as a content creator, I have seen a lot of content creators go broke which is not supposed to be so.

I have seen a lot of them create nice contents but still not getting the kind of engagements they deserve. They are still not being visible. They are still not getting the credibility they want.

This is because they do not know the three foundational pillars of content creation. These pillars are what determine whether your content is going to be effective or not.

### PILLARS OF CONTENT CREATION

There are three main pillars that guarantee the effectiveness and efficiency of your content and they are;

1. Your niche
2. Your audience
3. Your platform

Let me break it down and start explaining them one after the other.

- YOUR NICHE

When I talk about your niche, I am talking about your area of specialization. You must have an area of specialization. The money on the online space is in its specificity. If you are a generality, you will not make money.

Imagine, Chris Do, founder of The Future said something. He said, *'If you have a problem with Mathematics, who would you rather hire? Someone who has very deep knowledge of Mathematics or someone who has a surface level of knowledge of Mathematics, English, Philosophy etc.?'*

You can bet with me that the person with an in-depth knowledge of Mathematics that you go for. Why? It's because this person is a specialist when it comes to Mathematics. Just as when you have toothache, you would rather be willing to see a dentist than to see a general medical practitioner.

Another example is, you have an eye defect you would rather see an optician or an ophthalmologist or an optometrist than seeing a general medical practitioner.

That is how it works. The money is in the specificity. It is in your ability to craft an area of specialization for yourself. If you don't have an area of specialization, it will be hard for you to get attraction online. It will be hard for you to be visible. It will be hard for you to be credible. It will be hard for you to build an engaging community.

For example, I see a lot of people today post on mindset today, tomorrow they post on agriculture, next tomorrow they post on e-commerce or web designing, they post on crypto currency and they just do all of these things.

You cannot thrive if that's all that you do. I suffered from it when I was starting out. I was frustrated. Frustration became my best friend because I was doing all I could, I was writing all I could. I was getting nothing to show for it. So for this not to be your case, you have to be very specific about the message you want to preach.

Are you a finance coach? Instead of being generic and talk about everything in finance, why not pick an aspect for example crypto currency or forex trading or investment or making money, managing money and multiplying money.

You have to pick an area of specialization. It is very important. What do you want to be known for? What exactly do you want to help people do? What problem do you want to be able to provide solutions to?

These questions are really important if you want your content creation to be effective because the truth is, when you start confusing your audience with what you do, they will run away from you rather than come to you or gravitate towards you.

It's worthy to note that your content might be valuable, but if it is not speaking to a particular set of persons, if it is not solving a specific kind of problem, it is not going to work.

This is why it is important for you to have a specific message you are preaching.

So for example, you are preaching financial freedom and the pathway you are preaching is copywriting, so every now and then, you have to create content on copywriting.

Some persons are preaching financial independent and the vehicle they are using to preach is in sales strategies that's why you see that everything they talk about and the content they give out there is about sales strategies.

Now I am preaching the message of business growth but the pathway, the vehicle I am using is content creation. Everything I say, every word I express, every word I use, every content I put out there is going to be in

line with content creation.

It is not because I don't have knowledge about any other stuff. In fact, I have knowledge about a whole lot of stuff, but because I want to be known for something, because I want my content creation game to be efficient and effective, I have to focus on content creation.

You also as a business owner or personal brand must have an area of specialization.

- **YOUR AUDIENCE**

You need to know who your audience is.

You must be able to define your audience. This is very important.

I can't emphasize this enough.

You cannot talk to everybody. If you are talking to everybody, it means you are talking to nobody. And when you are talking to nobody, nobody will hear what you have to say, nobody will engage in what you have to say and nobody will buy your product.

This is why it is important to be able to know who your audience is.

Targeting everybody is targeting nobody and when you target nobody, sooner or later you become nobody yourself. So to avoid this, you need to carefully craft who your target audience are.

For example, someone suffering from eye disease is not the target audience of a dentist while someone suffering from tooth decay is not the target audience of an optician.

You must know who needs the solution you are providing, who needs your product or service. You must be able to craft them out. When you craft them out, that's when you will be able to know where you can find them.

For example, my audience are personal brands and business owners that want to increase their attraction on the online space. I know who the message is directed to.

My message is not directed to nursing mothers, my message is not directed to those that have malaria, my message is directed to brands

and business owners that want to scale up their visibility, engagement and profit, leveraging content creation. People that are willing. People that want make a certain amount of money.

When it comes to crafting your target audience, there are three things you have to put in mind. They are:

- You need to put the demographical factors into consideration. You need to consider their age, financial capabilities, education status and marital status.
- Next is the geographical factors. Where does your audience live? Where is their location? Where do they get their information from? Where do they commune?
- Finally, the last factor is the psychographic factors. What makes them buy? What influences their decisions? What motivates them to carry out action? You must be able to ask all these questions.

When you get your answers to all these questions, you will have a clear picture of the people you are speaking to. When you are able to carry out this exercise, you will know that your message is not for everyone and you will be glad solving the problems of people who your message is directed to.

- **YOUR PLATFORM**

The third thing you need before you start creating your content, is to note which platform you want to leverage.

What platform do you want to leverage? The platform you are going to leverage is dependent on your niche and on your audience.

For example, if you are in the fashion niche and your audience are people that commune on Instagram, then your platform automatically will be Instagram.

Let's say you are in the money making industry and your audience are high-tech professionals on LinkedIn, then your platform is going to be LinkedIn.

Sometimes, I see people create content that is meant for another platform, on another platform. For example, people create content that is meant for the Facebook platform on Instagram. People also create content that is meant for Instagram on Facebook.

It is not meant to be like that because the algorithm is different and the

algorithm has what it favors. You must be able to know what your audience want at any given time. You must be able to know your niche, your area of specialization, who your audience are and where they commune.

My audience are on Instagram. A lot of people want to learn how to grow their brand and all of that. Those businesses are on Instagram. So I have to position myself on that platform so that they can find me.

Once again, three things you need before you go ahead and start creating content your area of specialization, your target audience and a platform.

## HOW TO BE A BETTER CONTENT CREATOR AND THE PROCESSES INVOLVED

What are the processes involved when it comes to creating content? They are about seven processes involved in creating content.

- **The Ideation Stage**

This is where you get an idea of;

- What content you want to create
- The content format
- The content topic
- What the content entails

You see, when you create content or want to generate ideas, you don't assume your audience needs.

When you begin to assume your audience needs, you are already doing yourself a disservice from the start. You are already spoiling everything even right before you begin.

You don't assume but instead carry out effective market research. You ask them for the challenges they are facing, you ask your colleagues in the niche, you check what your competitors are putting out there that is

getting them attraction and you model something like that.

You must be able to carry out effective market research if you want your content to thrive.

- **The Planning Stage**

This is where you begin to outline your content. For example, the ideation stage of this text you are reading is THE BEGINNERS GUIDE TO CONTENT CREATION. I saw a need that a lot of people don't know what content creation is. So I decide to create the guide.

That is the ideation. My outline consisted of;

- What is content creation?
- Forms of content creation etc.

- **The Researching Stage**

This is where you look out for information for your content.

For example, while doing my research, I discovered that 84% of people expect brands to create content. This research was made by Harvard Group in 2017.

84% of customers expect brands to create content. So if you are not

creating that content you will be disappointing your audience. You make research to verify facts, outline and gain more knowledge on what you wrote down in your planning stage.

- **The Creation Stage**

Like this text, writing down what I wanted to say about this guide is the creation stage. Just like if I want to turn this text to a podcast, I record an audio etc.

- **The Editing Stage**

You edit your work because you don't want to position your brand as a mediocre brand.

You have to edit your content. For example, after I was done writing the manuscript for this guide, I edited the work or if it was going to be a podcast, I can add background music or add sound effects or if it was a video content, I add motion effects, transitions etc.

- **The Publishing Stage**

After the editing stage, you go ahead and publish your content so that your audience will have access to it.

- **The Promotion Stage**

You would have to promote your content so that a lot of persons will be able to have access to your content.

*A recap of the processes involved in content creation includes;*

- The ideation stage (where you get your ideas).
- The planning stage (when you outline your ideas).
- The research stage (when you get more information about your ideas).
- The creation stage (where you create your ideas).
- The editing stage (where you edit the ideas).
- The publishing stage (where you publish your ideas).
- The promotion stage (where you promote your ideas).

These processes are applicable to all forms of content creation.

For example, in content writing, if you want to write an eBook, you generate the idea. After generating the idea, you will plan next step will be to make research to get more information about the topic. Then you begin to create. After that, you use some tools to edit your work. Publishing is the next step. You publish on whatever platform you have decided on. Lastly, you promote your work.

For example, when you publish your content on Instagram, you share the

link of that post on your Facebook wall for your audience to see and gain access to it on Instagram.

What you have done was simply to promote your content. You can decide to promote your work organically or you can decide to promote it by running paid ads (inorganic promotion).

Also there are three qualities your content must have.

Your content must have these three qualities if you want it to bring the results you desire from it. They include;

**Value:** Your content must be valuable. Any content that is not valuable is not worthy to be called a content.

**Relevancy:** There is difference between value and relevance. Your content might be valuable and not be relevant.

**Relatability:** Your content must be relatable. Your audience must be able to relate with your content. Maybe you want to use storytelling, opt statistics etc., your content must be relatable.

## HOW TO BECOME A BETTER CONTENT CREATOR?

I am going to be outlining five things that can help you to become a better content creator.

- **Practice daily.**

When I say practice, I mean do so consistently. Create content consistently. Even with this level I have gotten to, when it comes to content creation, I create content on a daily basis for my clients and I. You cannot become better at something you don't do consistently.

Consistency is the sacrifice for mastery. It is the sacrifice for competency. You have to be consistent if you want to be competent. You have to create content daily, generate ideas on a daily basis, plan your content on a daily basis, make research on a daily basis.

Create the content, edit them, publish and promote on a daily basis. Do it consistently. When you do this, it becomes part of you and comes naturally to you. You don't have to struggle to come up with content to

create.

- **Study other content creators.**

Imitation is the first step to unlocking your creativity. When you imitate someone or model after what someone is doing, it unlocks your own brain, it opens you up to a whole new life of creativity.

You need to study what other content creators are doing. Are they designing in a particular way? Are they creating their content using a particular context? Study them.

This is not to say you lose your own originality in the process. This is to see that you develop more. It means that you use your originality as an unfair advantage while you leverage the things that other people are doing. So you won't be like someone who doesn't know what is going on in your industry.

For example, there is a new update in your industry, you need to be able to create content on that update, because naturally that is what all the

top guys in your industry are going to do.

You need to do that by infusing your own creativity to make you unique.

You have to study the top guys in your industry so that you will be able to see what they are doing that makes them stand out.

- **Read books and watch videos on content creation.**

I cannot tell you how many books I have read on content creation and how many videos I have watched on YouTube on.

YouTube is one of the greatest blessing we have in this generation because you can learn everything, almost everything for free on YouTube. It helps you to learn a lot.

When you go to YouTube and search for *“Content Creation Tutorials”*, *“How to Get Better at Content Creation”*, *“How to Generate Ideas”* etc., whatever issue you are having on content creation, YouTube will help you.

Don't just stop at learning. Implement the things you learn. When you read books, implement what you have read.

- **Take courses.**

It is not everything you learn on YouTube. You cannot learn from my experiences on YouTube because I didn't put it there. You learn from other people's experiences by getting their programs.

Let's say there is somebody you truly wish to be like in your industry and the person is not on YouTube, you have to pay for their courses.

Some deep mysteries will be revealed to you when you register for people's courses even aside from what you are going to be learning, you need to register for courses to create relationships with other content creators just like you.

I have bought some people's course just because I want to connect with them. That's very important. Take courses. Take lots of courses.

- **Ask someone to review your content.**

When I was starting out, whenever I wanted to publish a piece of content, I sent it to my coach to check it out. He would do so and give his corrections and reviews.

When you have a coach, it shortens the curve to your relevance. When you have someone to guide you through, it shortens the curve to your relevance. It is very important that you should get a coach that will review your work and point out your mistakes.

## **MONEY MAKING OPPORTUNITIES IN CONTENT CREATION**

There are so many money making opportunities in content creation and these include:

- **Serve as a freelance content creator:**

It means that you create content for people without being directly employed by them. That's, you are paid based on your work. For example, you are to create five content every week for an organization, you would be paid for your work.

- **You can become an employed content creator:**

You will be working with the organization as the brand content creator.

- **Hosting trainings:**

You charge a fee to teach people how to become a content creator like you.

- **Create digital products regarding to your area of specialization:**

This is a good way to constantly make money because when your digital product is constantly up for sale, you begin to make money from it consistently. Digital products include, eBooks, audio courses, templates, graphic courses etc.

- **Become a social media manager:**

You can help people to manage their social media pages and get paid for it.

- **If you are a graphic designer, you can make money from offering graphic design services:**

As a graphic designer, creating templates is one of the easiest way of making money. It can be carousels, single quotes, program flyers etc.

- **As a video content creator:**

You can offer to create and edit videos for a fee.

- **Become an email marketer:**

You will be sending emails on behalf of brands and businesses.

- **Become a consultant in your niche:**

People can consult or invite you to talk to a particular set of people on an aspect in your industry and you charge them a fee.

There is a lot of money to make in the world as a content creator. Content creation is a lucrative skill. It is one of the high income skills you need to learn.

## TOOLS YOU CAN USE AS A CONTENT CREATOR

I will be providing you with two tools each for the four forms of content creation, which means I will be providing you with eight tools in total.

### TEXT FORMAT

- Google Docs/WPS - Google Docs/WPS helps you to type your content and save it for future purpose.
- Ever note or Keep note

They both help your safe guard your note. Here, as long as you have your email address linked to it, you can access your content from any other device when you don't have your phone.

### VISUAL FORMAT

- **Pixel lab** - Pixellab helps you to design from scratch. It's free and doesn't make use of the internet connection.
- **Canva** - This is also another great design tool. However, it uses the internet to work effectively.

- **Remove.bg** - This site helps you to remove image backgrounds.

## VIDEO FORMAT

- **Kinemaster** - This is the best video creation app.
- **Inshot** - Another good video editing app.
- **Lumen5** - This is an Artificial Intelligence software. You just have to input your details, do some editing, pick and drop and you are done.
- **Renderforest** - This is also an AI powered video content creation tool.

## AUDIO FORMAT

- Audible
- Anchor

## FOR RESEARCH

- Moz Research Tool
- Answerthepublic.com
- Quora.com

- Reddit
- Google

## FOR PLANNING

- Trello

## FOR SCHEDULING

- HootSuite
- Buffer
- Facebook business suite

## ENDNOTE

I am very sure you have gotten loads of value from this eBook. I would love you to write to me (reviews, testimonials, suggestions, feedbacks, questions) on any of the following platform;

Instagram: @contentgrandmaster or click [here](#)

Twitter: @thebossCG or click [here](#)

WhatsApp: 08149968532 or click [here](#)

Love,

Iyanuoluwa Ilesanmi,

*Content Grandmaster*