

THE CREATOR ECONOMY

Checklist



Learn What a Content Creator Does

- ☐ Blogging
- ☐ Vlogging
- ☐ Influences others
- ☐ Strong social media presence
- ☐ Make content for platforms
- ☐ Gain followers
- ☐ Have a niche
- ☐ Say something important
- ☐ Gather statistics
- ☐ Interview people
- ☐ Review products
- ☐ Planning content
- ☐ Using your skills to reach others

Find your niche

- ☐ A niche is needed before content can be created
- ☐ Your niche can be anything
- ☐ Make it unique
- ☐ Put a different spin on it
- ☐ Try to only have one niche
- ☐ Make content around the niche
- ☐ Ask friends/family for advice
- ☐ Look at what other creators are doing

Getting Started as a Creator

- ☐ Choose a platform
- ☐ Research platforms
- ☐ Look at other creators from the platforms
- ☐ Short videos vs long videos
- ☐ Create your first content
- ☐ Edit and review
- ☐ Create videos
- ☐ Make photos
- ☐ Type up some text

Making Money as a Creator

- ☐ Brainstorm ideas
- ☐ Making money is important
- ☐ Start small
- ☐ Grow as your viewers increase
- ☐ Sell memberships
- ☐ Partner with brands
- ☐ Add monetization
- ☐ Make videos on YouTube and TikTok
- ☐ Sell merch
- ☐ Make eBooks
- ☐ Make courses
- ☐ Create templates
- ☐ Make consultation or coaching courses
- ☐ Sell your skills
- ☐ Affiliate marketing

Make Your Content Ideas

- ☐ List ideas for content
- ☐ Think out of the box
- ☐ Review content from other creators
- ☐ Ask people what they want to see
- ☐ Take old ideas and add more
- ☐ Make a different spin
- ☐ How to lists
- ☐ Tutorials
- ☐ Day in the life videos
- ☐ Vlogging
- ☐ Listicles
- ☐ Combine approaches

Make Your Content Strategies

- ☐ Just as important as the content itself
- ☐ Strategies are needed
- ☐ Brainstorm content strategies
- ☐ Each idea needs a different strategy
- ☐ Make a schedule
- ☐ Post regularly
- ☐ Be consistent
- ☐ Use an app for organization
- ☐ Categorize content

Choose Your Audience

- ☐ Content depends on audience
- ☐ The right audience=success
- ☐ Make the brand relevant
- ☐ Be innovative
- ☐ Pique the audience's interest
- ☐ Keep their interest
- ☐ Make it challenging

Choosing a Platform

- ☐ All platforms are different
- ☐ Social media is a good place to find audience
- ☐ Only choose one or two
- ☐ Choose platform based on audience
- ☐ Is your audience younger or older?
- ☐ Not all platforms are equal
- ☐ WordPress is for blog
- ☐ YouTube is for videos
- ☐ Snapchat is better for younger crowd
- ☐ Do your research
- ☐ Join the platforms and watch content

Establish Your Brand

- ☐ Speak to your audience
- ☐ Make the brand unique
- ☐ Make your own voice
- ☐ Use your voice to connect
- ☐ Establish brand after having an audience

Use Third-Party Tools

- ☐ Refine your content with extra tools
- ☐ Trusted by creators
- ☐ Grammarly
- ☐ Canva
- ☐ Semrush
- ☐ Google
- ☐ All these tools help you make content
- ☐ Create content faster
- ☐ Put content together easier
- ☐ Keeps you organized
- ☐ Helps you generate content

Make Your Portfolio

- ☐ Showcase your ideas and content
- ☐ Everyone needs a portfolio
- ☐ Unique selling points
- ☐ Happy clients
- ☐ Example of your work
- ☐ Include successful projects only
- ☐ About you page
- ☐ Contact information
- ☐ Showcase your voice
- ☐ Make your own style
- ☐ Communicate expertise

Market Yourself

- ☐ Make a website
- ☐ Business cards
- ☐ Digital networks
- ☐ Make connections
- ☐ Boost online presence
- ☐ Make a blog
- ☐ Put yourself out there
- ☐ Start working
- ☐ Get followers
- ☐ Showcase your talent

Get a Following on Social Networks

- ☐ Establish authentic connections
- ☐ Target your audience
- ☐ Devote time to content creation
- ☐ Become an influencer
- ☐ Advertise your brand
- ☐ Generate social proof
- ☐ Increase credibility

Measuring Success

- ☐ Follower count
- ☐ Post reach
- ☐ Social media engagement rate
- ☐ Keep track of metrics
- ☐ See what content is working
- ☐ Delete content that is not working

Continuous Content

- ☐ Increases your chance of followers
- ☐ More content means more success
- ☐ Quality content
- ☐ Post regularly
- ☐ Keep skills sharp
- ☐ Stay at the top of search engines
- ☐ Boost brand awareness
- ☐ Important for all niches

Blogging

- ☐ Great for SEO
- ☐ Good idea for all niches
- ☐ Repurpose the blog
- ☐ Connect it to your social media
- ☐ Email newsletter
- ☐ Part of social media
- ☐ More followers

Network and Show Up

- ☐ Go to events
- ☐ Commit to networking
- ☐ Make connections
- ☐ Influence others
- ☐ Go when you say you will
- ☐ Be on time
- ☐ Dress to impress
- ☐ Talk about your content
- ☐ Invite people to follow you

Learn and Practice

- ☐ Watch the pros
- ☐ Study from the masters
- ☐ See what works
- ☐ Read comments
- ☐ Address issues
- ☐ Practice everyday
- ☐ Take online courses
- ☐ Do something no one else can
- ☐ Build your skills
- ☐ Apply for jobs
- ☐ Make your content your work
- ☐ Turn a hobby into income
- ☐ Practice makes perfect
- ☐ Stand out from others
- ☐ Build your own brand
- ☐ Take your time
- ☐ Make something great