

# THE CREATOR ECONOMY

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Cheatsheet



# Books

## [Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content](#)

No matter what kind of content you are creating, you need to be able to write well. This is because all videos need an explanation or caption. You also need excellent writing skills if you plan to blog. This book coverall tactical issues you might run into when it comes to writing.

## [Content Chemistry: The Illustrated Handbook for Content Marketing](#)

This book is great for those that like to see statistics and formulas. It covers SEO work and also goes over how to stay organized when creating content. It also explains how to make a content mission statement so you can aim your content towards specific goals.

## [The Content Fuel Framework: How to Generate Unlimited Story Ideas](#)

This guide covers all the steps of making content from audio to text to video. Although you might have people working with you and you won't be doing all these steps, it's important to know how the process works. It also helps you to make a plan and framework for the people working with you.

## [Cumulative Advantage: How to Build Momentum for Your Ideas, Business, and Life Against All Odds](#)

This book is all about how to market yourself for success. It goes through how to become a content creator and how to take advantage of all the opportunities that come your way. It's also written with a sense of humor.

# Podcasts

If you prefer not to read and want to listen to podcasts instead, there are some great podcasts you can download. Here are the best ones:

## [Content and Conversation](#)

This podcast is aimed towards increasing your knowledge of content and how to create a unique perspective from the industry. The people leading the podcast are experienced and dive into topics like SEO, email outreach, and content marketing to name a few.

## [The Long Game](#)

This podcast mainly focuses on content marketing. So, once you have your content created, you can use this podcast to make sure you have all the tools to market to your intended audience. It will also go over details of how you can use grow your content and make more money with monetizing strategies.

## [Content, INC](#)

Maybe you have your content but you are not reaching your audience well. This podcast goes over how to engage your audience and how to get them coming back for more. Audience is one of the most important growth factors when it comes to content creation so you need to know how to get the audience coming back every week or every time you release new content.

# Blogs

Whether you are blogging yourself or not, using other people's blogs is a great way to gain inspiration.

## [Content Marketing Institute](#)

This blog has content from top content marketers and top content creators. They share their strategies and their channels to help you learn to make your own content.

## [Writer Access](#)

This blog focuses on helping freelancers choose their content types and how to use marketing trends to help reach their audience. The articles are short and easy to read.

## [Convince and Convert](#)

This is the blog to read if you need help with social media and customer experience. It will go over how to make your content more reachable and easier to read and view for all consumers.