

QUICK START GUIDE

HOW TO *TURN*

CONTENT GENERATION

INTO

**A Side Hustle That
Pays Cash!**



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Let me start by saying...

Content is your ticket to **freedom!**

If you are like every other person on this planet, you've probably checked out the news on your phone, watched a YouTube Video, listened to your favorite podcast, or scrolled through your latest social media updates.

But stop for a second and think...

Every piece of content you consumed today, yesterday and for your entire life was created by someone that was most likely paid for it. Whether they were paid by someone to write it, they monetized their YouTube video, had a paid sponsor for their podcast, or whatever...

They turned their content into cash. That's right. There are people out there literally making a living by generating the stuff you casually read and watch every day and think nothing of it.

Pretty cool, right?

And to make it even cooler, a good portion of these “content creators” are funding their nomadic lifestyle by generating content. Yes, while millions are going to the 9-5 job they hate, someone (actually, lots of someones) out there is making a living by creating content as they travel and explore our amazing planet.

So, what steps can you take to become a content creator to earn extra income, replace your job, or simply live life as a digital nomad on your terms? Well, for starters you're reading this guide, so that's probably the best place to begin.



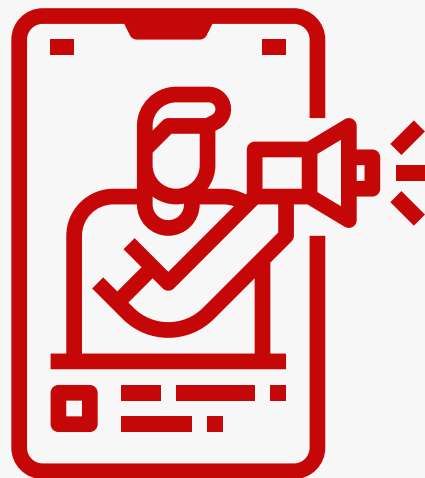
There are different types of content creators

Before diving into the world of content creation, it is important to understand what a content creator does. Essentially, there are two main types of content creators:

#1 People who create content for themselves

Of course, you've probably heard of the big names at the top. People like Joe Rogan, Gary Vee, Marie Forleo, and PewDiePie. These are people that are crushing it by making their own social media content, podcasts, YouTube videos, etc.

But there's an entire spectrum of "successful" content creators out there. There are thousands of people with a good following on Instagram or YouTube that are creating content their audience loves and making a great living doing it!



#2 People who create content for businesses or other people

Creating your own content isn't the only way to make money. In fact, most content creators work behind the scenes of larger brands or more well-recognized people.

Instead of building their own brand, they write content for someone else. Just Google the most read blogs, and you'll see blogs like BuzzFeed, Mashable, TechCrunch, etc...

A good portion of the articles on these platforms are written by behind-the-scenes writers that freelance from their home.



So, before you decide which one you're going to be, let's take a look at the pro's and con's.



Pros and Cons of Creating Content for **Yourself**

CON



It takes A LOOOOOOOOOT of time, determination, and effort to build your own content creator brand. You will be the face of your business, so you must be comfortable putting yourself out there and most likely failing a bunch before you succeed.



Successfully monetizing your work is often challenging. It can be incredibly difficult to make consistent content for yourself if you are worried about your financial security. YouTube videos with only 87 views don't pay the bills.

PRO



There's unlimited earning potential. AND... Once you have the audience in place, there's almost unlimited ways to monetize your content. You can earn money from ads, receiving monthly support from Patreon, creating your own digital products, sponsorships, and the list goes on and on.



You will have the freedom to spend your time however you like. You can produce content that you find interesting on your own terms, without someone else telling you what to do and when to do it.

Pros and Cons of Creating Content for Others

CON



You are working for someone else. That means doing what they want, and not always working on content that excites you.



There is more of a cap on your earnings when you create content for other people. While individuals and businesses might earn income for years from your work, you will usually only receive a one-time payment for each project you complete. If you stop creating content for others, you stop earning money.

PRO



If you're good at writing or creating various forms of content, the news will spread and people will pay you for it! And often pay you pretty good!



You can use the experience of working for others to learn the ropes and make a few mistakes so when it comes time to launch your own brand and content, you'll be an expert.



Creating content for others pays the bills now. You don't have to wait for your brand to catch on... You don't have to wait for people to discover you... You simply create and cash a paycheck.

OK, now that we've discussed the pros and cons of content creation, and the type of content creator you can be, let's dive into the four main platforms you can use as a content creator.



Blogging



Podcasting



Video (Youtube)



Social Media

Which one is the right one for you? Well, that's the big question. There are a lot of factors that determine which is best for you, so let's discuss each of these four options in detail below.



Section One

Creating Written Content on Blogging Platforms



When people think about content creation, the first thing that comes to mind is blogging. It's been around the longest, and to be honest, this is actually a pretty good place to start because it sets a good foundation to move into other content channels like podcasts, videos, or other social media platforms.

Plus, if you are a talented writer, you can use your skills to create passive income streams using affiliate links, ads, and digital courses. And like I mentioned above, it doesn't just have to be your blog. If you're a good writer, there are a lot of people out there that will pay for you to write for their site, products or services.

How to get started with your own blog

If you're serious about blogging, my first word of advice is to get your own website where you are in control. There are some platforms out there that are good. (LinkedIn Articles are great if you're in the business world. Medium is a great one to get started on as well.)

But you really want control of what you're doing with no limitations and no big brother that can cut you off at any time. Sure, it may cost a few dollars each month, but trust me you'll be better off. Some of the benefits of having your own website are:

- > You have greater control over the appearance.
- > Choice of how you collect data from website visitors for marketing campaigns.
- > The ability to monetize the traffic on your site.



Let's break down the creation of a blog into easy-to-follow steps.

STEP 1 Purchase your own domain

Pretty self-explanatory... Just pick an easy to remember name that's available. SiteGround is a place where a lot of people buy domains. More on that below.

STEP 2 Pay for website hosting

In addition to the domain, you also need to pay for hosting. This is basically the rent you pay to have your site on the internet. Your host stores your website files and ensures that your website is accessible from any web browser.

I recommend using the website host [SiteGround](https://www.siteground.com). com, which offers affordable hosting packages that support a WordPress blog. You can scale up your hosting package as you gain a larger audience.

BONUS TIP:

Keep all your website information stored in one place by using [SiteGround.com](https://www.siteground.com) to purchase both your domain name and hosting package. It will be that much easier to keep all your domain and host information in one location.

STEP 3

Connect your domain and host

Now that you have your domain and your hosting purchased, [SiteGround](#) makes it easy to connect them. If you have any trouble figuring it out, you can go to this link for all the details.

STEP 4

Install WordPress

Hosts like [SiteGround.com](#) make it easy to install blogging platforms like WordPress in one click. If you're doing this one step right after the other... you may need to give it a few minutes for your DNS to update. But after that, you should be good to install Wordpress. [Here is a link with instructions](#) if you get stuck.

STEP 5

Customize your blog

WordPress has thousands of different layouts to choose from called themes. You can go with one of the free themes available on your blog or go with a premium theme to add more functionality and style to your site.

BONUS TIP:

There are a ton of options when it comes to selecting WordPress themes. I recommend [Elegant Themes](#), [Generate Press](#), and [StudioPress themes](#) for both beginner and advanced bloggers.

STEP 6 Establish a content calendar



Once your site is live and you like your theme, we're finally to the step you've been waiting for: Content Creation! It can be hard to write sometimes. So, here are some tips:

- > Just start writing. You can think all day and get nothing done. It may not be perfect to start, but just start writing! You can come back and fix it later.
- > A content calendar will help you stay organized and stick to a schedule.
- > Consistency is key. Get in a good routine where you can just get in the groove and pump out content.
- > To help manage your time and keep you productive, there are two tools I use and recommend. The first is [Monday.com](https://monday.com). This is my digital solution for time management. The second is a physical option that I can't recommend enough. It's called [Full Focus Planner](#).

Next Step:

Get your content out to the masses

Content doesn't do you any good if nobody sees it. So, in addition to focusing on writing, don't forget to focus on marketing and distribution as well.

Look for ways to share your content with your target audience. Work with other influencers to have them promote your content. Maybe even run some paid ads to drive some initial engagement on your posts. And don't forget to start building up your email list. For email marketing, I recommend [ConvertKit](#). It's a great way to keep readers active and engaged with your content.

Section Two

Creating Audio Content for Podcasting Platforms



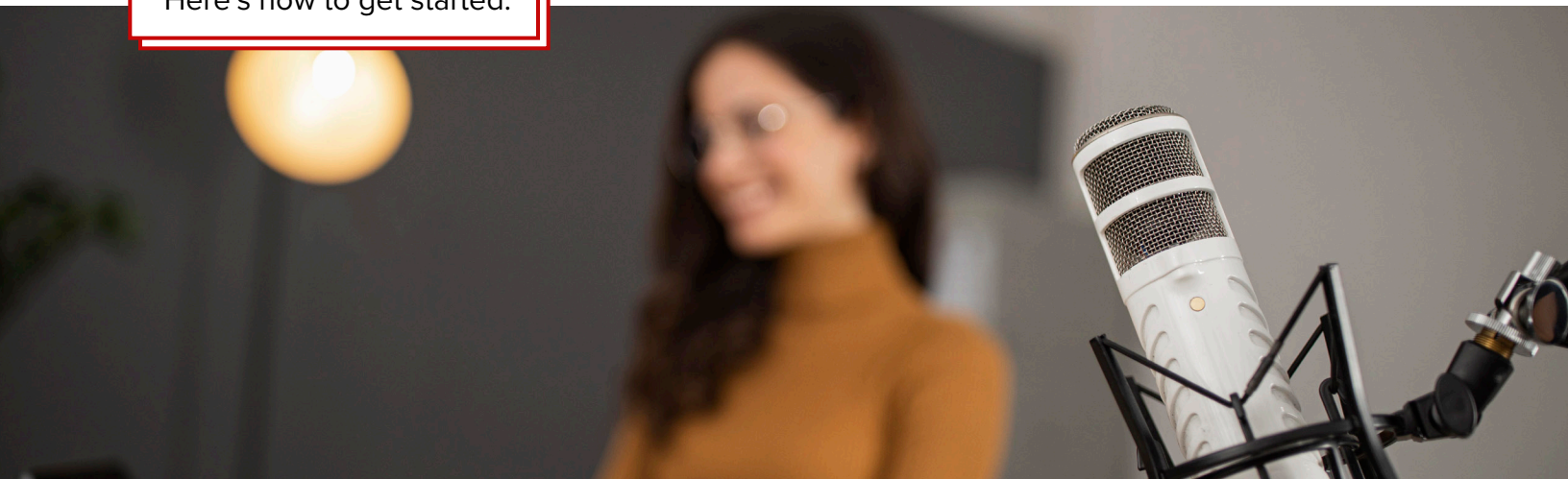
If writing isn't really your thing, and you're more of a talker, you might consider creating a podcast. And a little bonus for us digital nomads, you can record a podcast from anywhere in the world. I actually find it interesting when podcasters record from a remote setting. It adds a fun flavor or angle to the show.

Here are some podcast statistics just to prove podcasts are a great way to go:

- > In 2006, only 22% of US citizens knew what podcasts were. Today about 70% of them are aware of podcasts and their benefits.
- > According to TechCrunch, there will be a 27% increase in podcast production, equivalent to 29 million episodes, in 2020.
- > According to Infinite Dial, 37% of people in the US (12+) listened in the last month, up from 32% in 2019. 24% of people in the US (12+) listened in the last week, up from 12% in 2019.
- > Podcast Trend Report 2019 said 82.4% of podcast listeners listen to podcasts for more than 7 hours each week, and 55.6% of respondents said they purchased an item after hearing it advertised on a podcast.

Podcasts are possibly one of the best ways to connect with an audience. They hear your voice and they really start to trust you. And once you build that trust, it becomes much easier to convert listeners into paying customers for your products and services.

Here's how to get started.



How To Get Started With Your Own Podcast

STEP 1 Brainstorm

Before you say a single word in a microphone, think through what you want your podcast to be; create a plan. What do you want to achieve from your podcast? What topic do you want to talk about? What are you passionate about? What can you talk about for hours on end? These are all questions that need to be answered.

Once you have all that, then you can pick a name.



STEP 2 Pick a style and cadence

Now that you have a plan and a name, it is time to get into the specifics of your podcast. Decide the format of your podcast, for example, whether you want to interview guests, educate your listeners, or simply recap major news events. Afterwards, determine the ideal length of your podcast and set a consistent publishing schedule.



BONUS TIP:

How long is a podcast? The answer is that it depends. If you're publishing less frequently, like once a month, you want your podcast longer. We're talking 2-3 hours! If you are publishing once a week, they can be shorter 20 minutes to an hour podcasts.

Ultimately though, you can make your episodes as short or as long as you want. Just be sure to cover the topic adequately and keep it entertaining, especially if you are going for a long-form podcast.

After speaking with some podcasting experts, I've been told publishing a podcast once a week is best if you can do that.

STEP 3

Get the right equipment

The good thing about podcasting is it's pretty easy to get started. You don't need many tools to record a podcast. In fact, you can probably record yourself with your phone and use a free audio editing program like [Audacity](#).

However, if you want a more professional setup, you should find a professional microphone and podcasting setup on Amazon. The right audio software can help you produce crisp audio recordings for your listeners. Another tool I've used is [Camtasia](#) to create both a podcast and an accompanying video at the same time.



STEP 4

Recording and editing

Remember we talked about the importance of a plan above. That's important for the overall podcast, but also for each episode. Make sure you think through the episode and jot down an outline to follow so you don't stumble and repeat yourself a bunch of times.

Then, start recording!

Once you have some good audio captured, the next step is editing. You're going to want an intro and outro. You can get those on [Fiverr](#). Spend some time editing any bad clips out, add the intro and outro, and you're ready to publish online and on the podcast directories.



STEP 5

Upload your audio file to podcast directories

Apple Podcasts, Spotify, and Google Podcasts are three platforms that make it easy to syndicate your podcast episodes. These directories are the most popular and capture most podcast listeners. Simply pick one or all of these and publish. And that's it! You're officially a podcaster!



BONUS TIP:

Do not forget to complete the steps that polish up your podcast. Stay organized using a journaling productivity tool like [Full Focus Planner](#) and get someone to design your podcast cover artwork on [99designs](#). You can even have content creators on [Fiverr](#) help script your podcast, write your episode description and get transcriptions of your podcast for the podcast notes.

Next Step:

Grow your listeners

Just like writing a blog, content creation is only half of the battle. As a creator, you should also focus on marketing the podcast episodes you create.

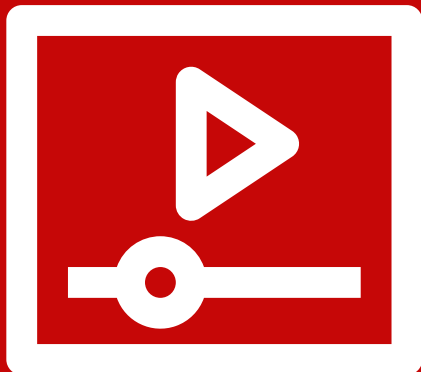
Start making yourself known in communities where people might take interest in your content. Then start sharing your podcast episodes with these communities to grow your audience! It will take some time. Podcasts usually grow slowly and steadily. 20 listeners, 50 listeners, 100 listeners, 200 listeners... etc...

But, the effort is worth it. Once you build up a few hundred followers, podcast listeners are often the most loyal you'll find anywhere. They will trust your voice and buy your promotions.



Section Three

Creating Video Content for YouTube



We're working our way up, and now it's time to discuss video; one of the best ways to attract and grow an audience online. You know as well as I do, when you need to learn something or you want to be entertained for a few minutes on a bus ride or something... where are you going?



And another nice thing about creating video content is that it easily fits with other forms of content creation. You can turn writing into video, enhance your podcast with a video stream, and improve your social media content with short, sharable videos. And it goes the other way too. You can turn video content into articles, podcast episodes, and social media posts.

So let's get started.

Building A Killer YouTube Channel

STEP 1

Create your Google account and activate your YouTube channel

If you don't have a Google account that you use to login to Gmail or YouTube, then I seriously wonder what planet you've been living on... but aside from that... it's time to create one.

Visit accounts.google.com and create a new Gmail email address or use your existing email address. With a Google account, you can create your own YouTube account and start publishing video content.

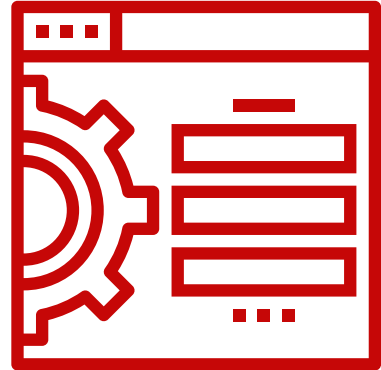


After creating your Google account, use it to login to YouTube, and visit the YouTube channels page. On this page you can customize and set up your YouTube account where you and team members can create, upload, and publish video content.

STEP 2

Customize your channel

Once you have all your settings the way you want, it's time to create the "look" of your channel. You'll want to add a logo, cover image, and channel banner that matches you or the brand you are creating.



BONUS TIP:

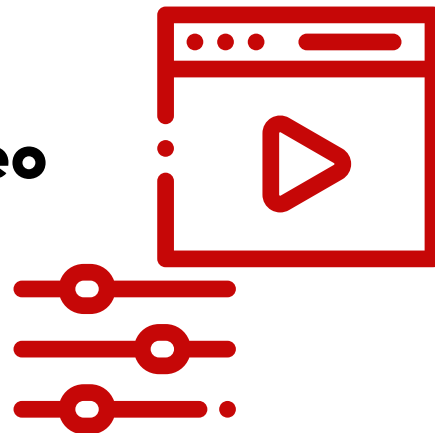
A tool I use almost EVERY day for things like this is [Canva](#). They have pre-set templates for all of this stuff. And don't forget too... if you want to outsource it, you can hire a professional graphic designer to customize your brand's YouTube page on a site like [99designs](#) and [Fiverr](#).

It is easy to overlook the design of your YouTube channel, but spending time or a bit of money to create these visual elements will greatly enhance your brand.

STEP 3

Record and edit your first video

After building the foundation of your YouTube channel, it is time to create your first videos! How you make videos is up to you, however, here are a few helpful tips:



I

Record video using a digital camera, webcam, or cell phone. You can always improve your visual content in the future if you don't have the highest quality equipment. Create what you can and increase your video quality as you go.

II

If you're camera shy, consider making whiteboard videos or PowerPoint presentations that you can turn into a video.

III

Audio is incredibly important for people that consume video content, so be sure to record in a quiet place.

IV

Compress your videos with a program like [HandBrake](#) before uploading. It will save you time during the upload process and save storage space on your computer's hard drive.

BONUS TIP:

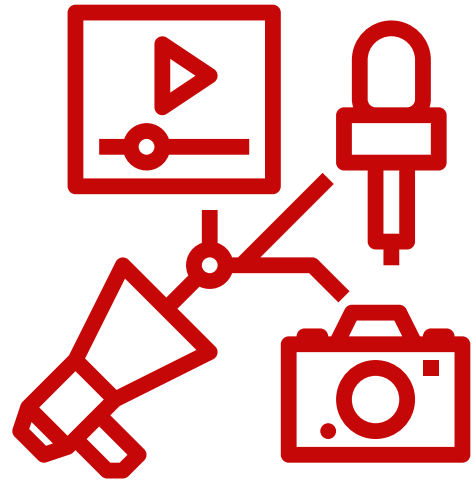
The easiest way to record and edit video content is with [Camtasia](#). It's simple enough for beginners, and powerful enough for full-time video content creators. Camtasia is my go to.

STEP 4

Title and publishing

There is one more key step that you must complete after creating your video content. Every video on YouTube and other publishing platforms needs a keyword rich title, a description, an image cover, and tags. Don't skip these steps.

Choosing the right thumbnail is critical and keywords and tags are important for your video to show up organically when people are searching.



Next Step:

Get More Subscribers!

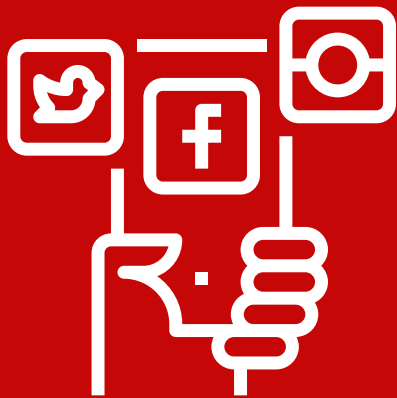
Pretty much like every other content method out there and the one's we've discussed so far, creating isn't enough. You **MUST** actively market and promote your content to give it the boost it needs to get some traction.

And last, the key to success on YouTube is just like all the other methods too: Consistency. Follow a publishing schedule, create a channel trailer, and hit the goals needed to become a **YouTube Partner** and you will see your audience increase quickly!



Section Four

Creating Content for Social Media Platforms



You've seen them. You know them. And you probably do what they tell you a lot of the time, consciously or subconsciously... I'm talking about social media influencers.

An influencer is simply someone that built a following in a specific niche and earns money by promoting products or services to their audience. They create social media posts, images, and videos that are informative, fun and entertaining; and that's how they make their money. (And some of them make A LOT of it!)

Here is how your social media content creation can turn you into the next big influencer.

Successful Social Media Influencing

STEP 1 **Select your niche**

Just like all the other content creation methods, when it comes to social media, it's important to decide what your niche and theme will be before you begin. With social media, the more you specialize, the easier it is to build an audience.

And keep this in mind too:

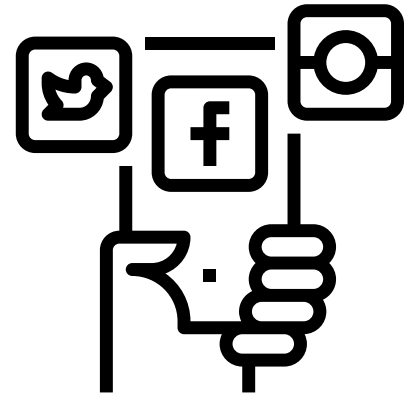
You have to be publishing content non-stop, so it has to be something you're passionate about. It has to be something that interests you. Your passion will come through and keep your audience engaged, and that's key!



STEP 2

Build your social media profiles

Next, it is time to build your social media profiles. There are several social media platforms that are great for influencers, including:



- Instagram:** This is more visual. It's great for topics like fashion, travel, and lifestyle niches.
- Facebook:** It's the biggest social media platform and gives you the most flexibility as far as niches go. You can promote pretty much anything on Facebook and get a following.
- TikTok:** This is new, and it's BIG! Don't overlook TikTok. You can quickly grow an audience with short video clips. It is an incredible platform for entertainers.
- Pinterest:** This works in the opposite way to Instagram and Snapchat. Instead of sharing your images in a post, Pinterest encourages you to place (pin) images on your board and wait for people to see them, like them, and repin them on their own boards.
- Twitter:** If each social media had a persona, Twitter would be the bar scene. It's where people let loose, throw out clever one liners, and interact with anyone and everyone. The diverse audience is what makes it so great.
- Snapchat:** If you ask the younger generation, Facebook is where their parents hang out. Snapchat on the other hand, mimics the way teenagers live their life today. Quick fast messaging vanishes shortly after it's seen.

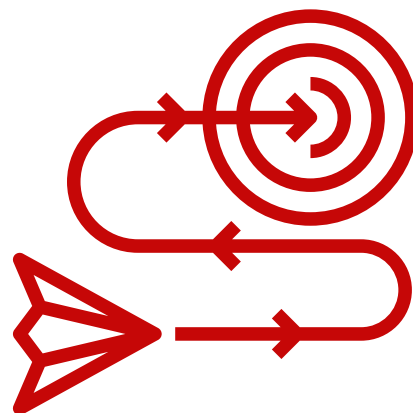
STEP 3

Develop content and marketing strategies

After you've created your profile on the platform(s) of your choice, it's time to tackle the task of "becoming" an influencer.

Like promoting any content, company or person... A lot goes on behind the scenes of social media content creation and it will take time and effort.

Use content planning and marketing tools to build a strategy that guides all your social media activities. Decide how often you are going to publish content and where you are going to publish it. Start making and executing strategies to market yourself and grow your audience.

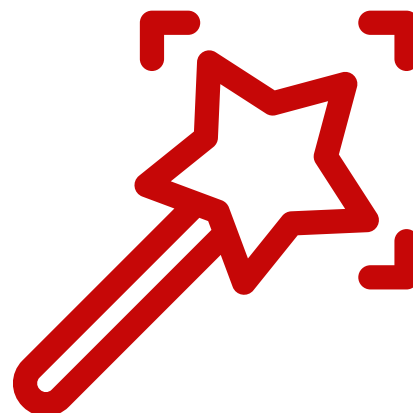


STEP 4

Don't forget to customize your profile

A few extra steps when it comes to your profile will go a long way. Start with your bio, which should explain why people need to care about your content. Next, work on your brand identity by adding the perfect profile and cover photos.

Once you have the foundation set, you can move on to creating consistent content for your audience. And the cool thing about social media is it's so diverse. You can make text posts, videos, pictures, and more. Getting creative is the best way to build a following.



Next Step: Network and grow

Now that you're creating and publishing it's time to get active on your platform(s) so people know you're there and can come follow you. A great thing to do is simply liking or commenting on other people's content.

You can also cross promote your social media on you blog, forums, and other websites. Just don't SPAM!

BONUS TIP:

Looking to automate your social media publishing? Try [Tailwind](#), a post scheduler for Pinterest and Instagram. Tailwind can help you consistently publish social media posts, without being on your phone or laptop all day.



FINAL THOUGHTS

Start Creating Content You Are Passionate About!

The bottom line is this: If you want to work for yourself, become a digital nomad, and live life on your own terms, content creation is definitely something worth looking into.

As a content creator, you have flexibility to brand yourself as a leader in any field. Or if you don't want to be in the spotlight, it's a great way to make money at home or on the road by generating content for someone else's company or business.

There is no right or wrong way to get started as a content creator. If you pick a field you are passionate about and make great content, the audience will come. It's as simple as that

So, what are you waiting for? You have the tools to start blogging, podcasting, creating videos and building your social media. Now it's just time to DO IT!

Content creation is your escape pod from the 9-5 and the perfect way to make a living as a digital nomad. It will take a lot of work, but in the end, it will be well worth the time and effort you invest.

Good luck! And as always... I'm here if you have any questions.



Helpful Blog Posts:

CONTENT CREATION:

- > [How To Become A Content Creator In 2021 \(And Beyond\)](#)

REMOTE WORK & NOMADIC LIFESTYLE:

- > [Location Independence: What Does It Really Mean?](#)
- > [50 Location Independent Businesses That You Can Work From Anywhere In The World:](#)
- > [Chiang Mai: A Beginners Guide To Digital Nomad Life:](#)
- > [Nomadic Lifestyle: 25 Digital Nomads Reveal Their Top Mistakes:](#)
- > [Remote Work Best Practices: 10 Useful Tips To Seize Your Day:](#)
- > [How To Negotiate A Remote Work Arrangement \(And Get What You Want\):](#)

INSPIRATION:

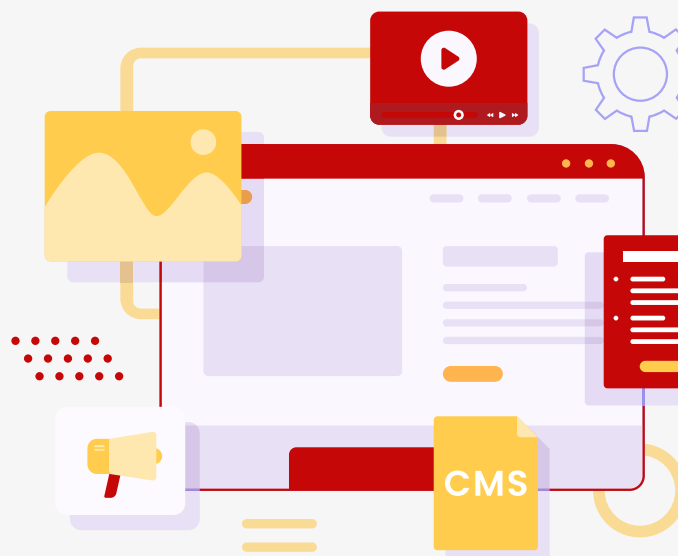
- > [Daily Success Habits: 18 Proven Ways To Soar To New Heights:](#)
- > [8 Travel Misconceptions Everyone Thinks Are True:](#)

Hosting & Domain Registration:

- > [SiteGround](#)

Premium WordPress Themes:

- > [Generate Press](#)
- > [StudioPress](#)
- > [Elegant Themes](#)



Productivity & Time Management:

- > [Rescue Time](#)
- > [Full Focus Planner](#)
- > [Monday.com](#)

Audio & Video:

- > [Audacity](#)
- > [Camtasia](#)
- > [HandBrake](#)

Email Marketing:

- > [ConvertKit](#)

Graphic Design:

- > [Canva](#)
- > [99designs](#)

Freelancing Help:

- > [Fiverr](#)
- > [Upwork](#)
- > [SEO Writing Help](#)
- > [Content Marketing Strategy:](#)

Social Scheduling:

- > [Tailwind](#)
- > [Hootsuite](#)
- > [Buffer](#)

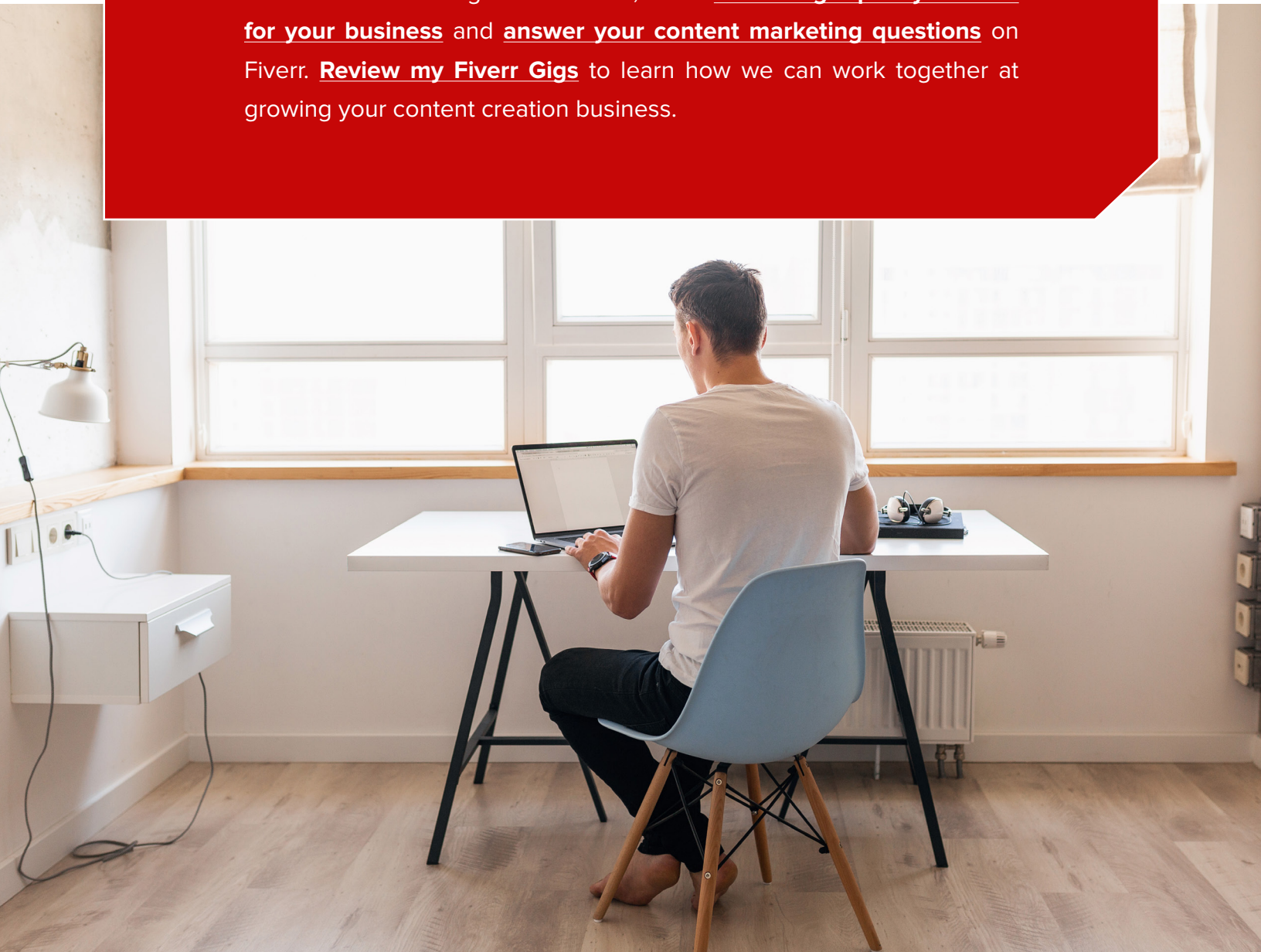


Resources

To keep this guide concise, there are many topics on content creation that were not covered. So, I'm sure you still have lots of questions.

If you ever need help with your journey to becoming a content creator or digital nomad, then we should talk. **[Register for your free 30-minute consultation](#)** with me, and I'll be glad to get to know you and learn how I can help you reach a new level of success.

In addition to offering consultations, I also **[create high-quality content for your business](#)** and **[answer your content marketing questions](#)** on Fiverr. **[Review my Fiverr Gigs](#)** to learn how we can work together at growing your content creation business.





About the Author

If there's one thing you should know about Ron it's his complete and absolute belief that life should be lived OUTSIDE the box! Never one to settle for the 9-to-5 grind, it didn't take long for him to discover life was much happier outside the cubicle.

In 2016 he left his home in the United States and pursued the digital nomad lifestyle full-time.

And now five years and twenty-one countries later, he's learned a thing or two about traveling and working as a digital entrepreneur.

Along the way, he's built quite the online resume as well. He's a blogger, business coach, consultant, eCommerce specialist, and digital marketer, just to name a few. Throw professional poker player and world traveler on top of all that, and you'll find it hard to find a more interesting person for a dinner conversation!

Ron is passionate about helping others succeed at achieving their goal of lifestyle freedom. This drive to help improve the lives of others was cultivated in the United States Army, where he toured in Afghanistan and learned the importance of teamwork and dedication to a cause. Now, Ron's mission is to help people live and work on their own terms.

To learn more about Ron, his adventures, and how you can free yourself from the shackles of conformity, visit www.redpillrebellion.com. Life was meant to be lived!



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