



STRATEGIES FOR CONTENT CREATION

Creating engaging content can feel daunting. This PDF provides a concise guide to help you overcome common obstacles and ignite your creative spark.

Key Takeaways and Learnings:

- Stop making excuses and start creating
- Struggling to find what to create
- Your interest+trending current events= Content topic
- **EEE RULE** : experiment experiment experiment
Just like how bollywood runs on entertainment entertainment entertainment, Instagram works on experiment
- **SSG Rule**: start simple ghatiya
Just start, Don't worry the equipment, use simple experiment and simple edit in the beginning
- **NNB framework**: Next New better
Your next piece of content should be new and better from your previous content, learn from your mistakes and constructive criticism
- Challenge yourself everyday with a certain goal
- Maintain uniformity across your content to increase recall value
- Every business owner should come and talk about their business on social media
- Don't build your business only on the basis of your personal brand
- After a certain time focus on your core skills and delegate the work over your team