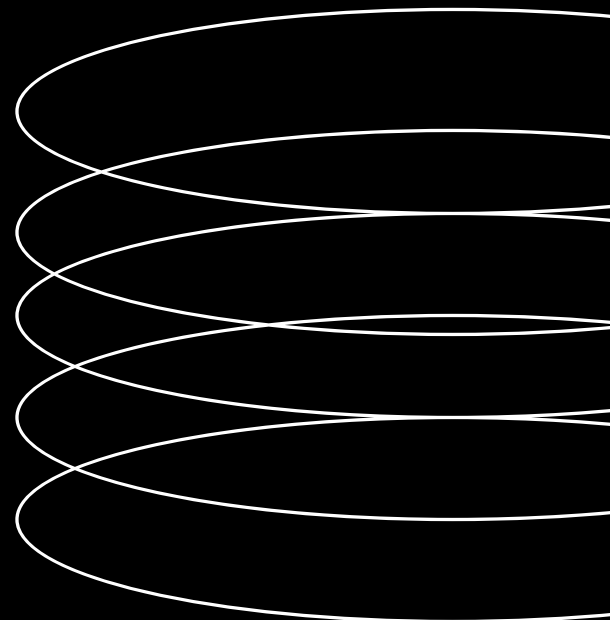




# quickstart guide grow & monetize online as a Creator



A CLARITY OVERVIEW  
For aspiring solo creators & businesses  
looking to dominate online



# Who benefits from digital content?



Being a Content Creator is about selling yourself as an online media persona. Everyone needs to create content to stand out from a competitive market, especially:

1. Busy professionals - Doctors, engineers, computer science, etc.
2. Graduates & students looking to stand out in their job search
3. Entrepreneurs & indie hackers.
4. Agents (insurance, financial advisers & property).
5. People who run online shops (i.e. a baby store).
6. People who want to sell themselves (the product is you).

# Unlock 5 new opportunities through your content

## 1. ATTRACT GENUINE CUSTOMERS TO YOU

By creating an online presence and establishing a strong brand, you can attract customers and clients to come to you instead of having to actively hunt them down.

This can be done through social media, search engine optimization (SEO) blogs, TikTok & YouTube videos.

By focusing on creating quality content and providing value to your audience, you can **build trust** and authority within your niche, which will attract more customers to your business.

## 2. INCREASE YOUR INCOME STREAMS

Creating content online unlocks not one, but a variety of new income streams.

You can monetize your content through affiliate marketing, where you earn a commission by promoting other people's products or services.

You can also earn money by displaying ads on your website or on your YouTube videos.

Sponsorship is another option, where companies pay you to promote their products or services.

Finally, you can offer your own products or services online, such as courses, consulting, or coaching, which can help diversify your income streams.

## 3. IMPROVE CAREER OPTIONS

Having a strong online presence can open up new job opportunities or make it easier to switch careers.

You can use your online platforms to showcase your skills and expertise, making it easier for potential employers or clients to find you & help make you more desirable to potential employers.



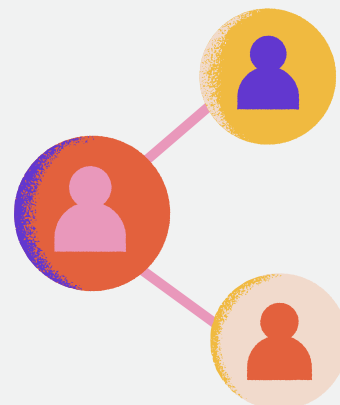
## 4. NETWORK WITH INFLUENTIAL PEOPLE

The internet has made it easier than ever to connect with people from all over the world, including influential individuals in your niche.

By giving value for free on social media, you'll build trust & a name for yourself in your industry.

With a strong brand, you can reach out to people you admire and build relationships with them. This can open up new opportunities for collaboration, mentorship, and growth.

All are unreachable if you don't create valuable content.



## 5. WORK WITH YOUR FAVORITE BRANDS

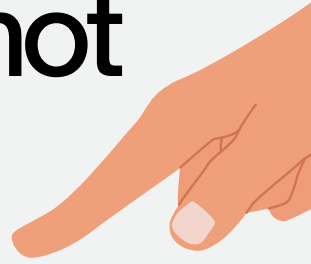
By establishing a strong online presence, you can attract the attention of your favorite brands and potentially work with them.

Brands are always on the lookout for influencers or content creators who align with their vibe, and values and can help promote their products or services.

By building a loyal audience and creating quality content, you can position yourself as a valuable partner for brands looking to reach new customers.



# Do you feel like you're not good enough to create content?



- Who would read your tweet or blog article?
- Who would watch your videos?
- Who would contact you for your services?
- Who would buy your products?

The fear that you don't have what it takes to create content & being judged is called the **imposter syndrome**.

I want you to know that this feeling is normal & everyone has them, even the most famous Creators. The imposter syndrome is a mental game & will come in stages:

1. When you're starting out from zero.
2. When you're pitching for your 1st collaborations.
3. When you're about to launch your 1st product.

You can easily overcome the imposter syndrome when starting out by using 2 simple mind hacks. Create content & teach as if the audience is:

1. Your past self.
2. Or your best goofy friend.

Don't angle yourself as the expert on your topic. That's the fastest way to get roasted online if you make any errors. Also, people don't like the 'know everything expert' persona.

## THE SECRET TO GETTING PEOPLE TO LIKE YOU ONLINE:

Position yourself as the '**sharer**,' a person who just went through the experience or is currently going through it & is simply sharing your journey. You'd come across as sincere & trustworthy. This is my strategy online. I share the projects that I build publicly, both ups & downs. Check out this [tweet](#) that I got.

Sangat!

Keep up the good vibe. Benda yg i enjoy most with ur sharing is ur journey up and down.

I susah nk share my down, maybe i dunno how to put into words when face it. So, watching u doing it is awesome 🙌🙌

1:14 PM · 09/03/2023 · 11 Views

# 8 Steps to Grow & Monetize Online

- 1. Define your goal with content:** Before you start creating content, it's important to have a clear understanding of what you want to achieve. Your content should be aligned with your overall business or personal goals, whether that's to increase brand awareness, drive website traffic, generate leads, or increase revenue.
- 2. Create your niche:** To stand out from the competition, it's important to create a niche for yourself. This means identifying a specific topic or area of expertise and focusing your content around it. By doing so, you can become known as a thought leader in your industry, and attract a more targeted audience.
- 3. Smash competition with personal branding:** Personal branding is the process of establishing a unique and memorable image or reputation for yourself. By developing a strong personal brand, you can differentiate yourself from your competitors and build trust with your audience.
- 4. Get unlimited content ideas & start writing:** Content is the backbone of any successful online presence. To keep your audience engaged, you need to consistently create high-quality, valuable content. Identify your 3 content pillars & each subtopic to get unlimited content ideas. I teach exactly how to do this in my [Creator Bootcamp for Busy Professionals \(CBBP\) Course](#).
- 5. Shoot short-form videos:** Video is one of the most engaging and shareable forms of content. Short-form videos, such as TikToks and Instagram Reels, have exploded in popularity in recent years and can be a great way to showcase your brand's personality and connect with your audience.
- 6. Be consistent with automation tools:** Consistency is key when it comes to building an online presence. Automation tools can help you schedule your content in advance so that you can maintain a regular posting schedule without having to constantly create new content & burn out.
- 7. Network with influential people:** Networking is an important part of growing your online presence. By building relationships with influential people in your industry, you can tap into their audience and potentially gain new followers easier than doing everything alone.
- 8. Start monetizing your online influence:** Once you have a sizeable audience and a strong online presence, you can start monetizing your influence. This can be done through a variety of channels, such as sponsored content, affiliate marketing, display ads, and selling digital or physical products.

# Creator Fundamentals

## Each of Your 3 Niches Must:



Learn how to create, not pick your niche

## Your Niche vs Your Personal Brand



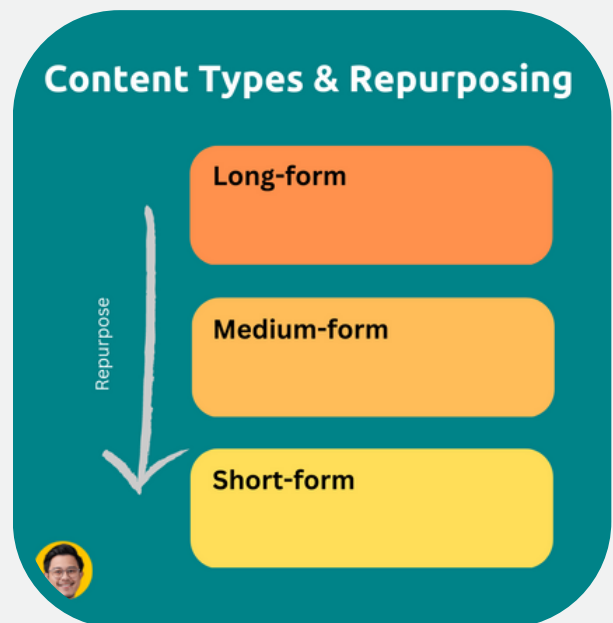
The difference between your niche & your personal brand

## Your Audience's Journey



Understanding your audience's & buyer's journey.

## Content Types & Repurposing



Types of content to produce & distribute for max exposure

Want a more detailed & step-by-step online course?

Check out my Content Masterclass. Where you'll learn a holistic approach to content marketing without relying on anyone's algorithm:

**Content Masterclass**

[www.helmihasan.com](http://www.helmihasan.com)

**MAGNETIC BIO BUILDER**

**You have something to sell**

**You don't have anything to sell**

**ONLINE COURSE**

**Your Audience's Journey**

I have a problem?

I have a problem, but don't know the cause & how to solve it

I need a solution, but not aware of yours

Your solution is in their niche, just need a bit of persuasion

Your product or service

About Lesson

There are 3 types of marketing

but Lesson

your niche & your personal brand is the same thing. Many people, including self, get these 2 things mixed up.

personal brand is you: It's what you're doing online. You want an audience who trusts you as a person. Consider why your niche likes to hang out with you

**CONTENT MASTERCLASS**



# Not Ready? Get a 90% Discount on the 1st Module

One of the most common problems for new Creators is that they don't know how to 'find their niche.' In reality, there is nothing to find. You **CREATE** your niche.

Get the 'Create Your Niche' module from my Content Masterclass and in this specific module, you'll get clarity on creating your niche at a whopping 95% discount at **only RM15.90 (~USD 3.50)**.



1. Click the link below
2. Add the course to your cart
3. Enter the promo code '**Email**' to get that 90% off.

This is a limited-time offer & I may revoke this offer at any time.

**CREATE YOUR NICHE**