

Content  
Creator  
Course  
BOOK 1

THE ULTIMATE GUIDE:  
**BECOME A  
CONTENT CREATOR**



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# Hey, we're Josh & Ruthie

You might know us from our page [@Life of Betts](#) on Instagram or TikTok, where my wife Ruthie and I share our adventures as full-time travel and lifestyle content creators. We love sharing bucket-list destinations, hidden gems, and our passion for travel. Our mission is to inspire others to embrace a life of adventure and creativity through the content we create. Four years ago, we decided to give this content creator thing a go - and fast forward to today, we've grown our page to over 500,000+ followers across platforms, and now it's our full-time business. Woohoo! Becoming content creators has not only allowed us to live our dream jobs, but it's also given us control and freedom over our finances, our time, and the lifestyle we live. Now, we want to help you do the same and we couldn't be more excited for you 😊

In this ebook, we're going to share **all the things** we wish we knew when we started, and give you **everything you need** to begin your own journey as a content creator. If you're just starting out, or if you've been in the industry for a while but want to upskill and take things more seriously - we're here to help you take that next step. So grab yourself a cup of coffee (or tea if that's your thing), and let's get started.

# Become a Content Creator

We are so excited you're here. This is the first step in a 4-book journey we've created to give you everything you need to become a **confident, successful content creator**.

Each book in this series can stand on its own, packed with practical advice and proven strategies. But when you work through them together, you'll have the **ultimate toolkit** to take you from beginner to fully-fledged creator – with the knowledge, skills, and confidence to grow an audience, build your brand, and monetise your platforms.

This book is all about **laying the foundations**. Think of it as the starting point where we help you **get clear on your message, your brand, and how to show up online in a way that feels authentic to you**.

From here, Book 2 will help you create Reels that go viral, Book 3 will teach you to build a media kit that makes brands take notice, and Book 4 will show you exactly how to turn your content into income.

**So, let's begin.**

**The start of something exciting** (and possibly life-changing) If you've ever found yourself thinking, "I could totally do this" or "I just know I have something worth sharing", you're in the right place. It might be a passion project, a business idea, a lifestyle you're building, or a message you're ready to put out into the world–this is where it begins!

This course isn't just about **growing a social media following**. It's about **creating something meaningful**. Something with **impact**. And something that can **actually bring you the freedom, creativity, and purpose you've been craving**.

We get it-taking the **first step** into content creation can feel overwhelming. Maybe you've already tried posting here and there, or maybe you're just watching from the sidelines wondering how anyone actually gets started. Either way, **we're here to help you** move forward with confidence. And to be totally transparent-it wasn't smooth sailing for us at the beginning either...

We **started our page back in 2021**, in the middle of lockdown. We had just bought a vintage caravan and planned to road trip around South Africa for six months. But what began as a **spontaneous travel idea** quickly turned into something much bigger. That trip became the **turning point in our lives**-and the launchpad for a personal brand that grew to over **half a million followers** across our platforms.

At first, I (Josh) wasn't totally sold on the idea of being a "content creator." I didn't feel super confident on camera, and I wanted our videos to be polished and perfect. Ruthie, on the other hand, **just picked up her phone and started filming**... everything. From car breakdowns to flooded campsites, soaking wet clothes, and even the day the roof of our caravan literally flew off in a storm.

It wasn't glamorous. It wasn't curated. But it was real. And it turns out, **that's exactly what people were craving**. Because while our content showed the wild beauty of South Africa, what really **resonated was the vulnerability**. The human stuff. The chaos. The honesty.

And that's the first lesson we want to share with you:

**You don't need to be perfect to be powerful.  
You just need to be real.**

Content creation isn't about **faking a highlight reel**. It's about showing up-exactly as you are-and letting people **connect with your story**.

**The wins, the mess, the growth.**

That's what builds a community. That's what makes people care. And that's what will **give your platform longevity**.

We know the biggest thing holding most people back is fear:

- **“What if I’m not good enough?”**
- **“What will people think?”**
- **“Isn’t it too late to start?”**
- **“What if I try and fail?”**

These thoughts are totally normal-but they're also just thoughts. And **you get to change them**.

Start here:

- “I believe I have something valuable to share.”
- “I’m learning and growing, and that’s enough.”
- “I don’t need to be perfect, I just need to be me.”

Because **mindset** is everything in this space. It’s what keeps you going when the **algorithm changes** or when content doesn’t perform. It’s what **helps you stay grounded** in your purpose, even when **imposter syndrome** creeps in.

So if you’re here, reading this right now—you’re already one step closer.

This book is where we’ll **teach you the foundations**: how to get clear on your brand, what to post, how to show up consistently, and most importantly—**how to do it all in a way that feels authentic to you!**

This is the beginning.

Let’s build something amazing.

## What it Means To Be a Content Creator

Not everyone’s content journey looks the same—and that’s the best part.

Here’s what we’ve learned from doing this ourselves:

- You don’t need to have it all figured out. We started by **squeezing in shoots** on weekends, **editing late at night**, and **learning as we went**.

- **It's more than just taking pretty photos.** You'll become your own photographer, videographer, writer, editor, manager, and accountant all in one!
- **You'll wear a lot of hats**-but that's part of the magic. You're building something that's fully yours, and with that comes creative freedom, flexibility, and full control.
- **Want to work from anywhere?** A beach in Mozambique or a quiet farm in the Karoo? You can. As long as you stay consistent and strategic, you can make it work.
- **You really just need your phone, Wi-Fi, and an idea.** There's never been a better time to start, especially with the tools available today
- **Authentic content connects.** When your posts reflect who you are and what you value, it resonates-and opens doors you never imagined.
- **You can make this a business.** We've done it, and we've seen hundreds of others do it too. Book 4 cover this in detail!
- **You can make an impact.** Whether it's inspiring someone to plan their dream trip, or helping a small business go viral, **this work matters.**

# Before You Start Your Page

So... how do I actually start?

Let's go slow to go fast.

Before jumping in and setting up your page, **take a moment to think about the value** you want to offer your audience.

The most successful creators-no matter their niche-deliver content that **consistently hits** at least one of the following three key value points: **educate, entertain and/or inspire**.

The magic happens when you **hit two or all three** in a single post:

- **Educate** – Share helpful tips, insights, or how-to's that teach your audience something useful.
- **Entertain** – Use humour, storytelling, or relatable moments that capture attention and show your personality.
- **Inspire** – Share something powerful: a beautiful destination, a personal win, a transformation, or a message that motivates people to take action.

Next time you're planning content, ask yourself:  
**Am I teaching, entertaining, or inspiring?**

If you can tick more than one, you're onto a winner. Think about your favourite online creators-chances are, they're **nailing at least one of these with every post**. Go take a look at their page. You'll see exactly what we mean.

# Set Your Goals

One of my favourite books is The 7 Habits of Highly Effective People by Stephen Covey. The first three habits in particular have stuck with us—and they're especially powerful when you're building something new.

Here's a quick breakdown and how they apply to your content journey:

## Habit 1: Be Proactive

If you're here reading this, you've already taken a proactive step—go you! 🙌 Being proactive means **taking ownership** of your choices and focusing on what's within your control. Ask yourself: What can I do today that will make things easier tomorrow? That mindset will serve you well in content creation.

## Habit 2: Begin with the End in Mind

Where do you want this journey to lead? Think long term: Is this a creative outlet, a side hustle, a full-time business, or a completely new lifestyle? Visualising the end goal helps you make better decisions from the start. Ruth and I always write our goals down—and honestly, we're still surprised by how many have come true (even if not always on the original timeline!).

## Habit 3: Put First Things First

Once you're clear on the goal, **break it down**. What's the first thing you can focus on that will actually move the needle? Prioritise the actions that align with your long-term vision.

Remember: “If you aim at nothing, you’ll hit it every time.” –  
Zig Ziglar

So take a minute now. **Dream a little.** Then turn those dreams into clear, intentional goals.

Here is a template you can use so you can make sure every goal is a smart one:

**S**

Specific

What do I want to accomplish?

**M**

Measurable

How will I know when it is accomplished?

**A**

Achievable

How can the goal be accomplished?

**R**

Relevant

Does this seem worthwhile?

**T**

Time bound

When can I accomplish this goal?

# Define Your Niche

You've set your goals-amazing! Now it's time to build the **foundation of your creator strategy**. One of the most important steps in doing this is **defining your niche**.

If you've been paying attention to successful creators on Instagram, you've probably noticed they each have **one or two clear focus areas** (Travel & Adventure, Beauty & Lifestyle, or Fashion & Interior Design.)

That's not a coincidence. Having a niche helps people **instantly understand what you're about** and whether your content speaks to them. It's what **draws in your ideal audience** and keeps them engaged over time.

**In simple terms: your vibe attracts your tribe.**

When you choose a niche, you're saying, "**This is what I'm here to do. This is what you can expect from me.**"

And that kind of **clarity is gold**-for you, for your followers, and for brands who may want to work with you in the future.

**It doesn't mean boxing yourself in.**

Even if you're **multi-passionate** (which, let's be honest, most of us are), try **narrowing your focus** to the one or two areas you want to be known for.

The truth is, when you **try to speak to everyone**, you end up **resonating with no one**.

Recapping what we've covered in earlier chapters: **content that's intentional, consistent, and aligned with your values builds trust.** Your niche ties directly into this. It gives your **content direction** and your audience something to connect with. And when you **show up consistently** within that space, your audience begins to rely on you for that kind of **inspiration or information.**

But let's **talk long-term.** One trap that stops a lot of creators from growing sustainably is **defining their niche too rigidly.**

**It can feel safe at the start-but what happens when your interests change?**

You might feel stuck posting content you're no longer excited about-or even content you've **outgrown entirely.**

We're **speaking from experience.** When we started, we could've called our page something like "caravan\_life"- it would've made sense, since we were living and travelling in a caravan. But we knew we wouldn't be doing that forever.

So instead, we chose something that reflected us-our life, our values, and **wherever the road would eventually take us.**

One of our **main niches is travel**. But we've never limited ourselves to only luxury travel, or budget travel, or specific countries. Instead, we let the **content evolve naturally** with our life. One year we might be all about backpacking across Southeast Asia, the next it's weekend getaways closer to home.

**What stays consistent is the feel of our content-nature-focused, intentional, meaningful.**

Let's bring this home with a simple exercise.

Try **filling in this sentence** to get clarity on your niche: “I help [who] do/feel/achieve [what] through [type of content].”

### **Examples:**

- “I help busy mums feel confident and stylish through affordable fashion and daily outfit inspiration.”
- “I help millennials discover hidden travel gems through budget travel reels and destination guides.”
- “I help first-time content creators grow on Instagram through tips, tutorials, and relatable real-life examples.”
- “I help everyday home-makers and plant lovers grow beautiful gardens and create easy DIY projects through simple tips and tutorials.”

**Your turn:**

I help

---

do/feel/achieve

---

through

---

# **Content Pillars - What They Are & Why You Need Them**

So you've **got your goals**. You're visualising the future. You know **what you want to build**.

Now let's talk about how to actually structure that content so it's clear, consistent, and connects with the right audience.

That's where **Content Pillars** come in.

Think of content pillars as the **four main themes** that hold up your brand - like the **corner posts of a house**.

**Your niche is the foundation, and these pillars keep your whole structure standing strong.**

## Why They Matter

Here's why every successful creator uses content pillars:

1. They give **clarity** - both to you and your audience
2. They make **planning and batching** content easier
3. They help your page **stay focused** (no more "what should I post today?")
4. They **show brands** exactly what you're about at a glance
5. They **build a recognisable** identity for your page

## Our Advice? Stick to Four

Too many pillars = a scattered page that confuses people.

Too few = not enough variety to keep things interesting.

### Ask Yourself:

If someone found your page and scrolled for just 10 seconds, what would they instantly know about you?

## Real-Life Example: Our Pillars

We're in the **travel and adventure** space, and over time our pillars have **naturally evolved** to reflect both our lifestyle and what our audience loves most. Here's what ours look like:

- **Travel Itineraries**
  - Destination guides, things to do, where to eat, how to plan trips
- **Unique Stays**
  - Treehouses, eco-lodges, boutique cabins, beach houses
  - Accommodation that feels like an experience
- **Family Vacations**
  - Safe, budget-friendly, outdoorsy getaways (Inspired by our early days on the road with our caravan)

## Your Turn

Grab a notebook or your phone and brainstorm the following:

- **What are you most passionate about sharing?**
- **What does your audience always comment on or save?**
- **What do brands want to partner with you for?**

**Those answers = your pillars.**

Once you've got them, everything becomes easier – from Reels to captions to brand pitches. And just like we said in the last section: **begin with the end in mind**. The content you create today should **build the brand you want tomorrow**.

## Starting an Instagram Account

You can skip this section if you already have an IG page setup, or skim over it for a refresh! But if you're just starting out:

**It's time to start that creator page on Instagram!**

In case you're brand new, here's a simple step-by-step guide to help you set it up the right way:

### 1. Get the Instagram App:

If you're using iOS, head to the App Store.

For Android users, go to Google Play.

Search for "Instagram" and download the app.

## 2. Sign Up:

Open the app and tap "Sign Up."

- You can use your email, phone number, or log in with Facebook to create your account.

## 3. Create a Username and Password:

- Choose a username that's easy to remember, clearly reflects your brand and your niche, and make sure it's searchable.

Avoid using too many numbers, dots, or special characters – they make your name harder to find.

- Example: If your niche is travel and your name is Jess, something like @TravelWithJess or @WanderJess works great.
- Pick a **strong password** to keep your account secure.

## 4. Switch to a Creator Account:

- After setting up your account, go to Settings → Account → Switch to Professional Account.
- Select Creator (instead of Business) and follow the prompts.

## 5. Complete Your Profile:

- Add your page name, profile photo, and a short bio that quickly tells people what you're about. (more on how to write a bio later)
- You can also add a clickable link to your website, YouTube, blog, or link-in-bio tool.

## 6. Find Friends (Optional):

- Instagram may suggest connecting with friends from your contacts or Facebook.
- You can do this now or skip it and focus on growing your creator community first.

## 7. Explore Settings:

- Head to your settings to fine-tune things like privacy, notifications, and account controls.

# Writing a Bio

## How to Write a Bio (and What to Include)

Your Instagram bio is a key space to showcase who *you are*. Here's how to create a compelling one:

### Start with a Strong Opening:

Craft an attention-grabbing tagline. For a travel blogger, it might be "Adventurer exploring the world one country at a time."

### Include Relevant Information:

- Occupation or Passion: What do you do?
- E.g., Traveller | Digital Nomad | Adventure Seeker

## **Call to Action (CTA):**

Encourage action. E.g., "Check out my latest blog post! [link]" or "Join my exclusive content group for more travel tips"

## **Use Emojis Sparingly:**

Emojis can enhance your bio and add personality.

Use them to highlight key points.

## **Include Links:**

Use Instagram's clickable link wisely to direct followers to your website or blog. Consider using [Linktree.com](https://linktree.com) for multiple links. It has been a game changer for us.

## **Add Contact Information:**

You can also include an email for inquiries.

## **Keep It Updated:**

Regularly update your bio to reflect your current focus and achievements.

# **Making Highlights**

You can design your Highlights directly on Instagram or use [Canva.com](https://canva.com) for a more polished, branded look.

Either way, **keep your tones, fonts, colours, and overall style consistent**-this builds trust and strengthens your brand identity.

## Here's how Highlights can work for you:

- **Organise by content pillar**

Create Highlights based on your key themes so new followers can quickly find the type of content they're most interested in. It keeps your page tidy, clear, and engaging.

- **Showcase your best work**

Use Highlights to save your top-performing Stories, behind-the-scenes content, travel tips, or tutorials—whatever best reflects your niche.

- **Create a storefront**

If you offer your own products or services—or promote brands through partnerships—dedicate a Highlight to them. It acts like a mini storefront that drives clicks and conversions.

- **Answer FAQs**

Include a “FAQ” Highlight to address common questions you get in your DMs. It saves you time and keeps your audience informed.

# Setting a Profile Picture

## How to Set a Profile Photo:

Your profile photo is one of the first things people notice about your account.

## Choose the Right Image:

For creator accounts, go with a clear, high-quality photo - something that feels relaxed and authentic but still reflects your personal brand. A candid shot where your face is clearly visible usually works best.

## Editing Your Profile Photo:

Crop the photo to fit Instagram's circular frame. Ensure that the subject of the photo is centred and clearly visible.

Avoid text or clutter in your profile photo. Simplicity is key.

## Upload the Photo:

Go to your profile page.

Tap "Edit Profile."

Tap "Change Profile Photo" and choose a photo from your library or take a new one.

Adjust the photo within the circular frame and save.

# Posting Photos to Instagram

## How to Post a Photo (Including Carousel Posts)

Tap the "+" icon at the bottom centre of your screen.

Select "Post."

Choose a photo from your gallery or take a new one.

- Edit your photo using Instagram's filters and editing tools.
- Write a caption, add location, tag people, and choose to share on other social media platforms if desired.
- Tap "Share."

## Carousel Posts:

Definition: A carousel post allows you to share up to 10 photos and/or videos in a single post that users can swipe through.

### How to Post a Carousel:

Tap the "+" icon and select "Post."

Tap the icon that looks like a stack of photos.

Select up to 10 photos and/or videos.

Edit each photo or video individually.

Write a caption, add location, tag people, and choose sharing options.

Tap "Share."

### Differences:

Single Photo: Ideal for focused, impactful images.

Carousel: Great for telling a story, showing multiple angles of a product, or sharing a series of related photos.

# Posting a Reel on Instagram

### Understanding Reels:

- Reels are short, engaging videos (up to 90 seconds) designed to entertain and inspire. Think of it as a 'highlight reel' to catch someone's attention and encourage them to investigate further! (Book 2 offers a deep dive into creating VIRAL reels)

## Creating a Reel:

- Tap the "+" icon and select "Reel."
- Record a new video by holding down the record button or upload a pre-recorded video(s) from your gallery.
- Add music, effects, text, and stickers to enhance your Reel.

## Editing Your Reel:

- Instagram offers a variety of editing tools within the app, including trimming clips, aligning segments, and adjusting playback speed.
- You can also use third-party apps for more advanced editing before uploading your Reel to Instagram. We suggest editing on Instagram.

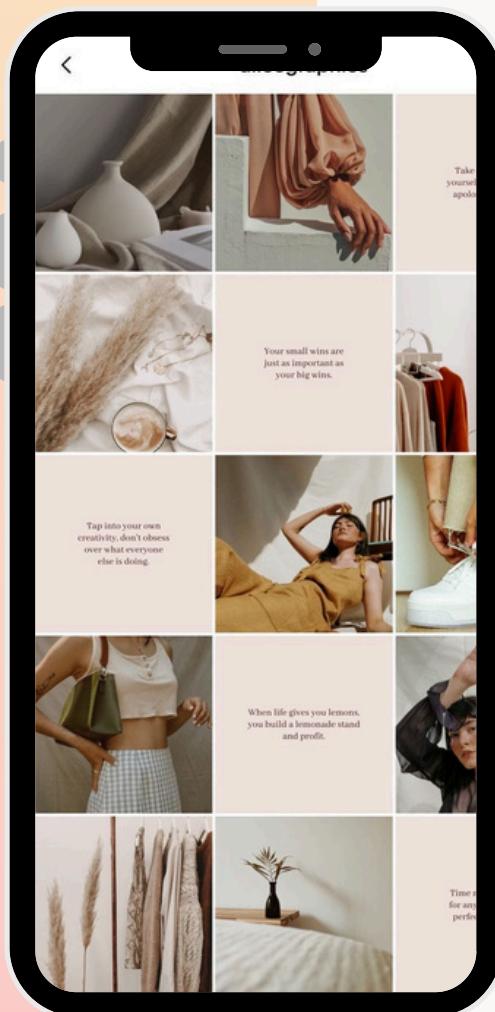
## Publishing Your Reel:

- Write a caption and choose hashtags that make your Reel discoverable. You can also select a cover image for your Reel from a frame within the video or upload a custom image.
- Tap "Share" & choose from Stories, Reel tab etc.

# Your Feed

An Instagram feed refers to the collection of posts that appear on your profile grid. When someone visits your Instagram profile, the feed is the first thing they see. It displays a visual summary of all your posts in a grid format, typically three images wide, scrolling vertically.

Maintain consistency in your captions, visual style, and overall brand identity. For videos, use a consistent editing style that matches your business's *personality*, highlighting what makes it unique.



Keep a cohesive look in your photo editing to ensure a polished feed.

A consistent and attractive aesthetic not only draws potential guests but also *builds trust and loyalty* among your audience.

For creators, having a cohesive Instagram feed really helps show off your vibe, style, and what your content is all about. People will often scroll through your feed before deciding to follow you, so having a consistent and visually appealing look can make a big difference. It helps them quickly get a feel for you and what they can expect from your content.

# Create a Vibe (brand aesthetic + voice)

Your vibe is the **visual and emotional identity** of your brand. It's how your page looks, feels, and sounds – and how you consistently show up online.

Visually, this includes **your editing style: your presets, filters, colours, and fonts**. Are you drawn to golden, dreamy tones or bold, vibrant adventures? Do you prefer a clean, minimal aesthetic or something more eclectic and fun?

Whatever you choose, consistency is key – it builds trust and recognition over time.

Emotionally, your vibe is how you speak to your audience. Are you fun and chatty? Calm and thoughtful? Empowering and direct? Your brand voice should feel like a natural extension of who you are.

**Remember: people don't follow perfection – they follow personality and authenticity.**

For example, on Life of Betts, our vibe leans into warm golden tones and a nature-inspired aesthetic. Our content is peaceful, honest, and encouraging. We speak the way we talk to friends – grounded, kind, and full of belief in what's possible for them.

## Step 1: Mood Board (Visual Brand)

Head to Pinterest or Instagram and save 10–15 images that feel like your vibe. These can include:

- Colours you're drawn to
- Photography or video styles
- Outfits, props, or locations
- Typography and layout ideas
- Creators or brands you admire

Now look at what you've saved and ask yourself:

- What colours show up most often?
- Are the visuals bright and airy, or dark and moody?
- Do they feel polished and styled, or raw and behind-the-scenes?
- Is the vibe clean and minimal, or bold and expressive?

**Write down 3 words that best describe your visual brand.**

## Step 2: Define Your Voice + Energy (Emotional Brand)

Imagine someone describing how your content feels. How do you want your audience to experience your brand?

Some ideas:

- Friendly and upbeat?
- Peaceful and grounding?
- Empowering and bold?
- Honest and real?

Think about how you naturally speak. Are you:

- Chatty or calm?
- Funny or poetic?
- Direct or reflective?

**Now write down 3 words that describe your emotional brand.**

### **Step 3: Combine + Apply**

You now have:

- 3 visual brand words
- 3 emotional brand words

**Together, these six words become your creative compass.**

They'll guide you:

- Editing style and colour choices
- Captions and email writing
- Website design and highlights
- Tone in stories, videos, and replies to DMs

**Whenever you feel stuck, refer back to this. Redo the exercise anytime your brand evolves.**

# Gear + Apps You'll Need

The truth is you don't need expensive gear to get started. Seriously. The phone that you have is probably more than enough - and most successful creators started exactly the same way.

- **Camera:** Your smartphone with decent lighting, and a clean lens can do wonders.
- **Tripod & using self timer:** Total game changer for creators especially if you're a solo creator. Set up your shots and get content anytime, anywhere. You can buy an affordable tripod on Shein, Takealot or second hand on Facebook Marketplace and upgrade later on.
- **Editing Apps:** We use Lightroom (for photos), Instagram app (for Reels), VN app for Stories, Canva (for graphics and carousels).

**Use what you have, and upgrade later when it makes sense.**

**What matters most is consistency and creativity.**

## Plan + Batch Your Content

To grow on Instagram, aim to post **at least three times** per week, ideally at **the same time each day**. Set a phone alarm 20 minutes before your posting time so you're online and ready to engage.

**Consistency matters – the algorithm rewards it.**

Think of it like **clocking in for a job**.

When Ruthie and I were just starting out, we lived and travelled full-time in our old vintage caravan, Stan. Even though we got to explore new places each month, we still had full-time jobs - I was running a company, and Ruthie was teaching online. **So, content creation had to be strategic.**

**Here's how we made it work:**

We'd plan 5 nearby spots during the week - think hikes, beaches or hidden gems (always free or budget-friendly). Then, we'd use the weekend to shoot all five. That gave us enough content to post Monday through Friday. Some days, we'd leave at 4:30am and return long after sunset just to catch golden light. We'd shoot 2-3 spots in a single day, which meant outfit changes, long hikes, and serious planning.

**Even with full-time commitments, we made it work - and so can you.**

“Use the weekends to build the life you want, not escape the life you have.” - Jari Roomer

Batching means **creating multiple pieces of content in one go**. For example:

- **Day 1: Shoot 3-5 pieces of content**
- **Day 2: Edit, write captions, and schedule**

(We've included a template for you on the next page.)

# Plan + Batch Your Content

Here's a content planner template you can use when you are planning for batch content creation -

Idea	Day	Hours	Type	Platform	
A Day in My Life Vlog	Saturday	All Day	60 Second Video	Instagram	✓
Winter Office Outfits	Monday Morning	30 Minutes	Photos	Tiktok	✓
Five Common Makeup Mistakes	Monday Afternoon	Two Hours	Blog Article with Links	Client Website	

# Repurpose, Scale & Protect Your Energy

If you want to do this long-term, you need systems.

Otherwise you'll burn out faster than Instagram changes its features.

## Energy & Burnout Tips (from the trenches)

- Build a buffer of 10–14 pieces so you can take a real break.
- Schedule a rest week every 2–3 months where you post from the buffer only.
- Keep a “tiny joy list” – quick content ideas that take 10 minutes max.
- Find an accountability buddy (trust us, this changes everything).

# Pitch to Pay

This is the chapter we will touch on what's coming in the next four books by sharing a few things I wish we'd had known when we started our journey. We learned the hard way - under-charging, saying yes to crazy contracts, and even doing free work "for exposure" (spoiler: not worth it).

If you've ever wondered how some creators seem to grow overnight, here's the secret: it's not luck, it's strategy. The best creators treat their content like a series of little experiments - testing different hooks, captions, or video lengths until they find the formula that works.

One of the biggest game-changers right now is Instagram's Trail Reels, which let you post up to five quick reels a day purely for testing. We use them to trial different openings, text styles, and lengths without the pressure of "needing" every post to perform. Paired with clever engagement tricks (like writing captions that spark stories in the comments or using polls to crowdsource your next post idea), this is how you build momentum fast.

And it all starts with the hook -those first three seconds that decide whether someone scrolls past or sticks around. Get it right, and you're not just chasing views, you're building trust, loyalty, and reach that compounds over time.

We break all of this down step by step -with real examples, scripts, and growth experiments you can copy -inside Book 2: Creating Viral Reels.

## The Media Kit That Sells

Your Media Kit should include:

- Who you are + your one-liner USP.
- Top metrics (monthly reach, average reel views).
- One case study (problem → your solution → results).
- Clear package options with starting prices.
- A testimonial.

We unpack this in Book 3: How to Make a Magnetic Media Kit, and even give you a template you can plug your numbers into and start using straight away.

## Scripts That Actually Work

Quick DM:

“Hey [Name]! We’re Ruth & Josh (@lifeofbetts) and we love [brand/product]. We’ve got an idea that could drive [bookings/awareness] – can I send a 60-second pitch?”

## Follow-Up Email:

Subject: Campaign idea for [Brand] ✨

Hi [Name], thanks for connecting. Here’s a quick idea: [1-line]. Deliverables: [Bronze/Silver/Gold]. Budget: [range]. Attached is our Media Kit with all our information. If you’re keen, I’ll send the full creative brief.

Our “Offer Ladder” (Packages That Always Close Deals)  
We present our offers like a restaurant menu – brands love having **clear choices**:

- Bronze – Quick Win: 1 Reel OR 1 static post + 1 Story.
- Silver – Campaign: 1 Reel + 1 carousel + 3 Stories.
- Gold – Full Partnership: 2–3 Reels, Stories, blog feature/newsletter, usage rights for 3 months.

## Pricing Formula (The Starting Point)

Here's a simple way to think about it:

**Price = (Average Post Views ÷ 1,000) × CPM**

This gives you a baseline, but then you adjust for usage rights, exclusivity, and urgency. That's why two creators with the same audience can charge wildly different rates.

## Non-Negotiables in Contracts

At minimum, make sure your contract covers:

- Usage rights (where & how long).
- Exclusivity (define category & timeframe).
- Payment terms (always ask for a deposit!).
- Approval process (limit rounds of edits).

This is just scratching the surface. In Book 4: Monetise Your Social Media, we give you our full rates calculator, explain every bit of legal jargon (usage rights, exclusivity clauses, kill fees, etc.), and show you how to negotiate like a pro.

# Our Encouragement To You

If there's one thing we want to leave you with, it's this: **take messy action**. Starting your page, picking a name, writing a bio - it can feel overwhelming, but it doesn't have to be perfect. What matters most is showing up with **honesty, consistency, and passion**.

Your brand will evolve, your voice will grow stronger, and you'll discover what truly resonates by doing - not waiting.

Choose four strong content pillars to guide you (they can change later!), write a simple, clear bio, and start posting. Even if no one claps at first, keep going. Every reel, story and caption is a step forward. Stay true to what you love, focus on how you can inspire or help others, and most importantly - enjoy it. The more you love what you do, the more others will feel it. **That's where the magic happens.**

We're cheering you on. DM us on Instagram [@life\\_of\\_betts](https://www.instagram.com/@life_of_betts) - we'd love to see your page and celebrate every little win with you.

🎉 **Congratulations on completing Book One of Four!** 🎉

You've taken the first step on your journey to becoming a full-time content creator - and we're so proud of you! Next up: Book 2 - **The Ultimate Guide teaching you how to Create Viral Reels on Instagram!**

This is where the magic happens as we dive into the strategies and secrets behind scroll-stopping content.

👉 Don't forget to log in to your membership portal at [www.lifeofbetts.com](http://www.lifeofbetts.com) to access your next book and keep the momentum going! See you there!

# & That's a Wrap!

Thank you for purchasing this Ebook, we loved sharing our knowledge and advice with you and truly hope this helps you feel more confident to start your journey as a Content Creator!



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