



THE CREATOR PASSPORT WORKBOOK

TRACK 2

STUDENT RESOURCES

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MASTER LIST OF EXTERNAL RESOURCES:

TRACK 2:

- [Audience Personas Template](#)
- [Reels Analytics Worksheet](#)
- [Brand Guidelines Template](#)
- [Answer The Public](#)
- [Adobe Fonts](#)
- [Google Fonts](#)
- [Font Pairing Generator](#)
- [Canva \(for Story Highlights & Brand Graphics\)](#)
- [Tube Buddy \(Youtube Growth\)](#)
- [SEM Rush \(Blogging Keyword Tool\)](#)

02 /

GROW LIKE A PRO



BRAND GUIDE



Learn how to stand out in the creator space through market research, competitor analysis, target audience and persona identification, and through establishing your brand values, pillars, and guidelines.

BRANDING ROADMAP

Before you even focus on social media growth, you need to make sure your branding is rock solid. By following these steps, you can create a roadmap for creating effective branding as a content creator on social media marketing that will help you reach your goals and engage with your target audience effectively.

1	DEFINE YOUR GOALS: The first step is to identify what you want to achieve through social media marketing. Is it to increase brand awareness, drive website traffic, generate leads, or boost sales? Defining your goals will help you create a focused and effective social media strategy.
2	IDENTIFY YOUR TARGET AUDIENCE: Understanding your target audience is crucial for creating content that resonates with them. Use data analytics to gather insights on their demographics, interests, and behaviors to develop content that is tailored to their needs.
3	CHOOSE THE RIGHT PLATFORMS: Not all social media platforms are created equal, and each platform has a unique set of audiences and features. Research the platforms that are most popular among your target audience and choose the ones that align with your goals.
4	CREATE ENGAGING CONTENT: Creating content that captures your audience's attention is key to a successful social media business. At the end of the day, content is king, and you need to be putting out high quality, valuable content in order to attract potential followers.
5	ANALYZE AND ADJUST: Regularly track and analyze your social media metrics to evaluate the effectiveness of your campaigns. Use the insights gained to adjust your social media strategy to optimize performance.

SWOT Analysis

What is the current state of your creator business like? This worksheet can help you develop a plan to determine your priorities, maximize opportunities, and minimize roadblocks as you scale your organization. Use this to figure out your gap in the current creator economy.

S

Strengths

Weaknesses

W

Opportunities

O

Threats

T

Identify Your Competitors

Keep in mind, these are your DIRECT competitors, not the most successful people in your niche.

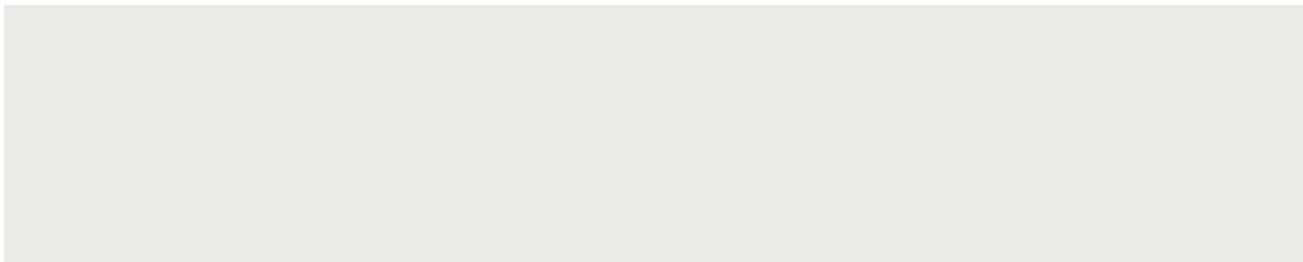
For example, for us, we look at other travel couples focusing on adventure/outdoor travel and bucket list experiences that are often on similar campaigns as us and post similar style content.

MARKET RESEARCH & INSPIRATION

An important part of finding your gap in the market is assessing who are the top players, and figuring out which values and personalities tie into your own personal online brand.

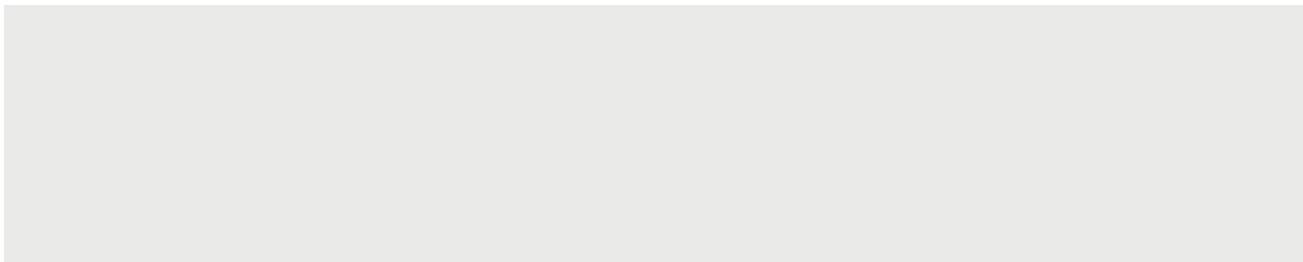
Effective Creators

Find three to five Instagram accounts from your industry that you feel are very effective at communicating the benefits of their brand.



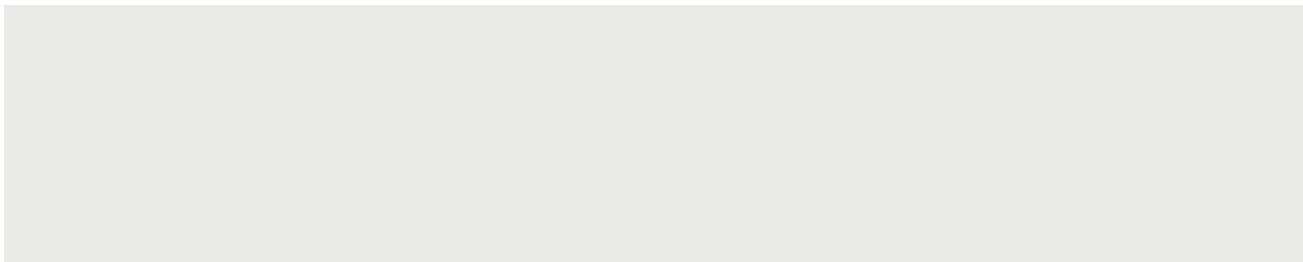
Brand Personality

Find three creators that have the kind of brand personality you want to have, and look at how they communicate that personality.



Brand Values

Find three Instagram accounts that share some of your brand values (ie, inclusivity, fairness, sustainability, body positivity, equality, etc.)



HONING YOUR CONTENT STRATEGY



O1

In 1 sentence, summarize your brand personality.

O2

What are the top 5-10 things that you want your target audience to know, feel or believe about your business or brand?

O3

What are 3 - 5 things that your audience is interested in that you could share, that aren't directly self-promotional?

BRAND VOICE & TONE WORKSHEET

When people interact with your brand, how do you want them to feel?

What adjectives would you use to describe your brand?

What other brands' or creators' voice do you love? Why does it resonate with you?

Who's brand voice/tone do you not want to be like? What do you want to avoid in your audience communication?

How do you want to talk about yourself? What do you want to convey? What type of language you use?

IS/IS NOT

TARGET AUDIENCE EXERCISE:

On this worksheet, figure out the "IS" and "IS NOTs" for your Target Audience.

Our Example:

Is: Value-Based Stores | Is Not: Walmart, Target

Is: Nature Lover | Is Not: Vegan

Is: Love | Is Not: Lust

Is: Couple | Is Not: Parent

Is: Healthy Living | Is Not: Couch Potato

Is: Budgeting | Is Not: Overspending

Is: Air Bnbs/Hostels | Is Not: 5 Star Hotels

Is: Risk-Taker | Is Not: Inconsiderate

Is: Politically Neutral | Is Not: Ignorant

IS:

-
-
-
-
-
-
-

IS NOT:

-
-
-
-
-
-
-

IDENTIFY YOUR TARGET AUDIENCE

IDENTIFY YOUR AUDIENCE TO UNDERSTAND HOW YOUR BRAND CAN SPEAK TO THEIR UNIQUE NEEDS.

Name

Age

Gender

Relationship Status

Job title

Location

Salary

Budget

Family/Kids?

Heroes

Work Goals

Favorite Drink

Favorite Music

Podcasts

Favorite TV/movies

Favorite Books

Clothes

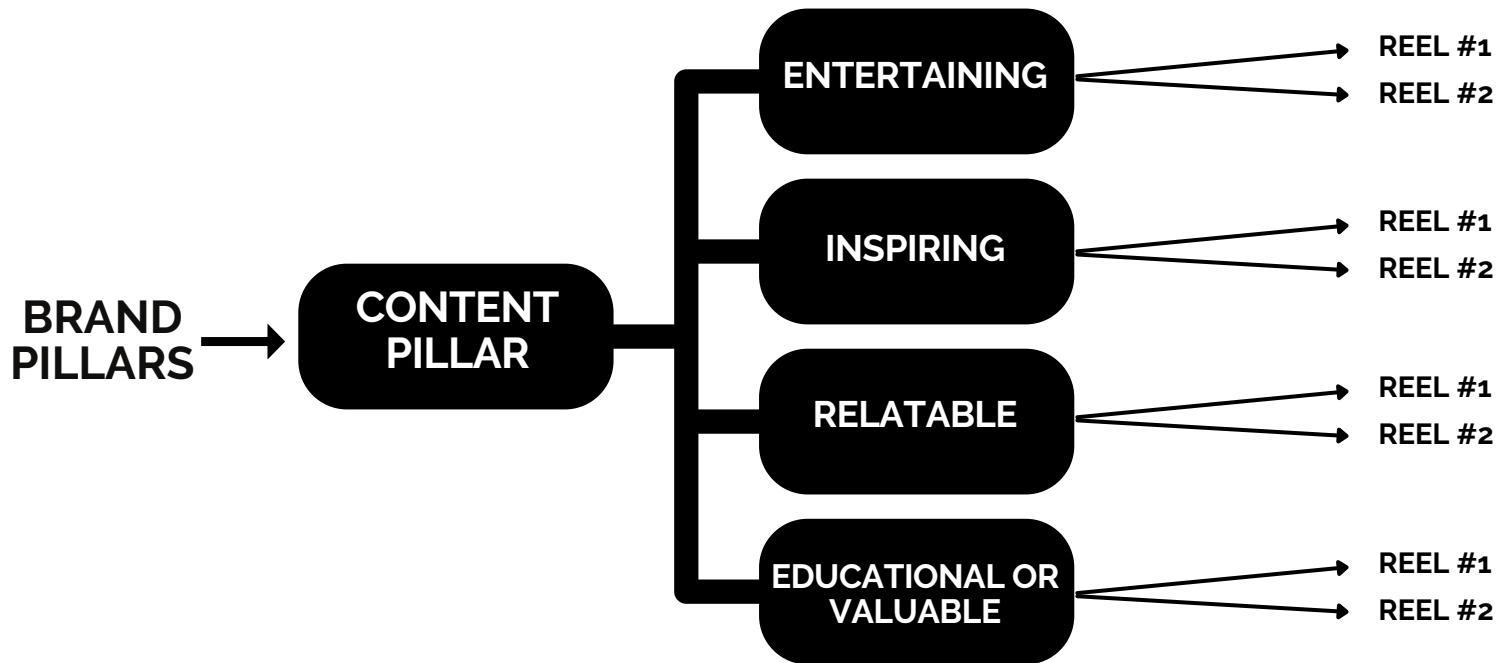
Transportation

Interest/Hobbies

News/websites

Brand & Content Pillars Worksheet

Don't know what to post? Come up with your content pillars for your brand!



BRAND PILLARS:

PORTRAITS

PHOTOGRAPHY EDUCATION

EDITING

REELS CONTENT PILLARS:

Setup vs. the Shot (BTS vs. Final Result)

Posing Tutorials

Camera Settings & Gear How Tos

Creative Shoot Ideas for people to try/replicate

Lightroom Tutorials & Tricks

Before & Afters (RAW vs. Edits)

Progress of Work (1st year vs. Now)

Photoshop Tutorials & Tricks

EXAMPLE REELS FOR THIS WEEK:

1. Behind the Scenes of a couples engagement shoot (video vs. final photos)
2. How to Elongate Your Legs in photos
3. Best settings to use for studio portraits
4. Euphoria Themed photoshoot
5. How to change the color of a background in Lightroom
6. Before & Afters of a recent delivered gallery
7. 1st wedding I shot vs. Now
8. How to remove people from the background of your couple's photoshoots

Write out your 5-10 Brand Pillars:

What are the core topics that your social media page is about? What are you offering to your audience?

Brand Pillar Example: Photography

Entertaining Content Ideas:

- Instagram vs. Reality Editing
- Instagram vs. Reality Shooting
- Photo Fails
- RAWs vs. Edited

Inspiring Content Ideas:

- How my travel photos used to look vs. how they look now

Relatable Content Ideas:

- What taking photos with my husband is really like

Informational/Educational/Value Packed Content Ideas:

- Camera Settings & Gear How Tos
- Taking Your Own Photos Tutorials

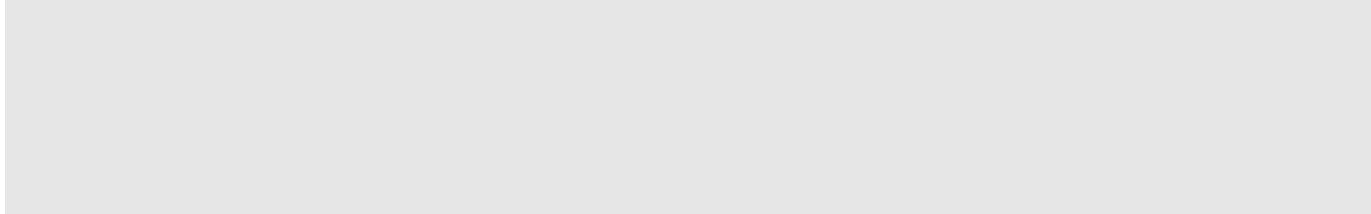
Most Common Questions About This Pillar You Can Solve:

- Check out answerthepublic.com to see the most asked question about this topic

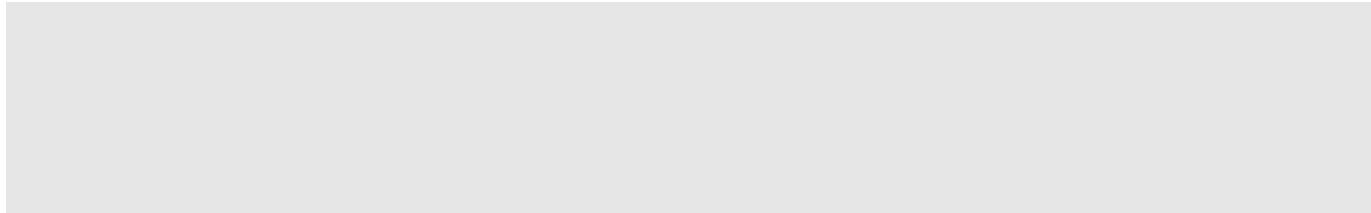
Now, take these ideas and match them with trending audios, trends, and more specific ideas each week!

Brand Pillar #1:

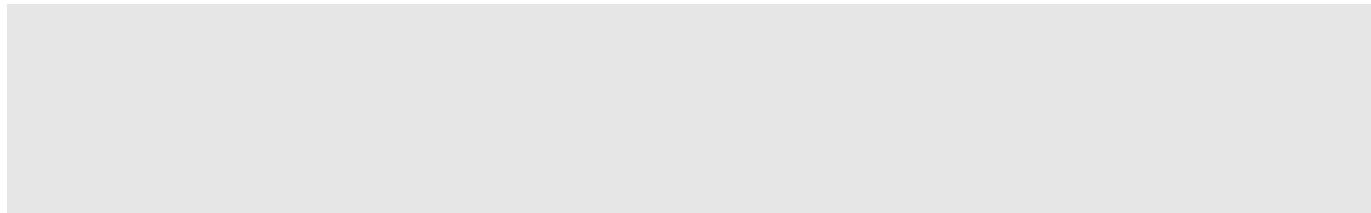
Entertaining Content Ideas:



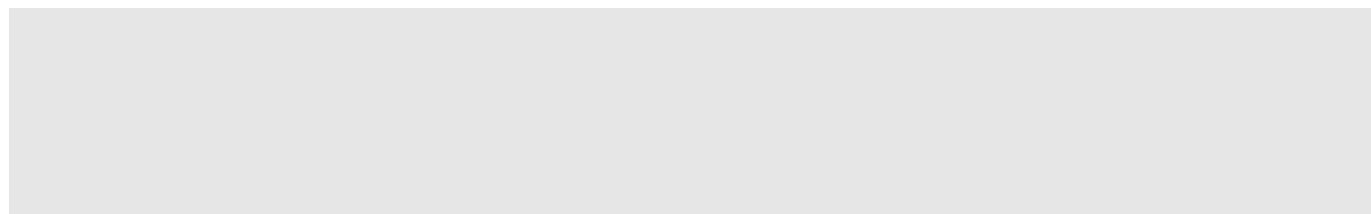
Inspiring Content Ideas:



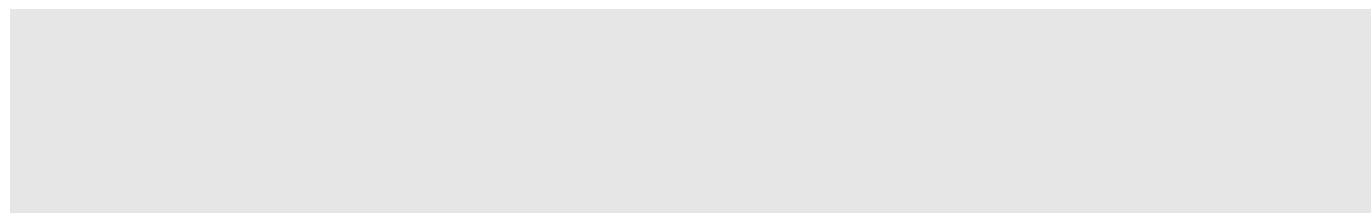
Relatable Content Ideas:



Informational/Educational/Value Packed Content Ideas:

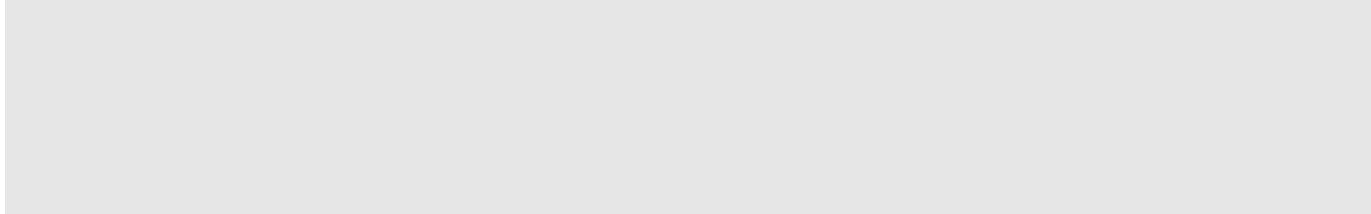


Most Common Questions About This Pillar You Can Solve:

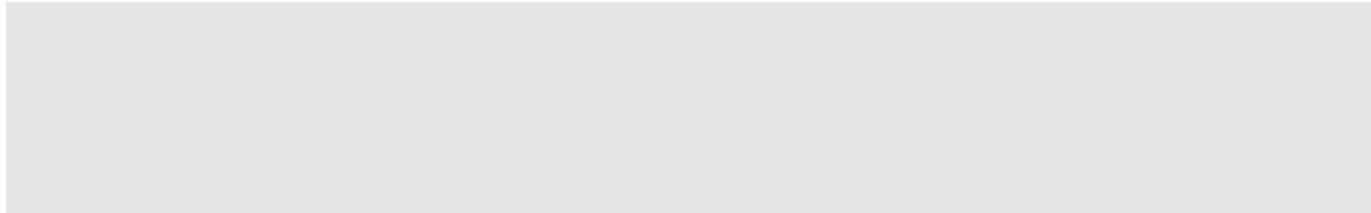


Brand Pillar #2:

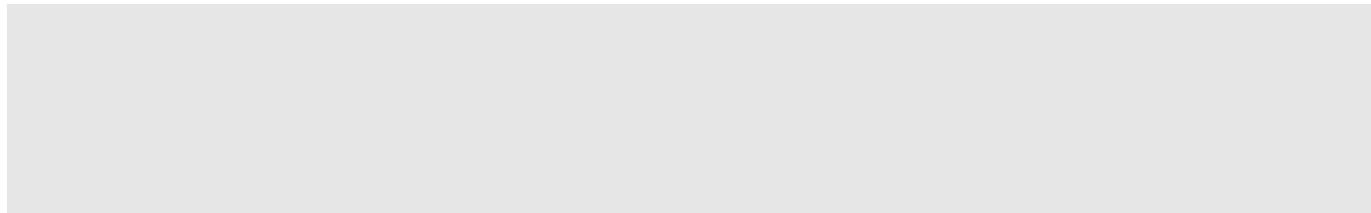
Entertaining Content Ideas:



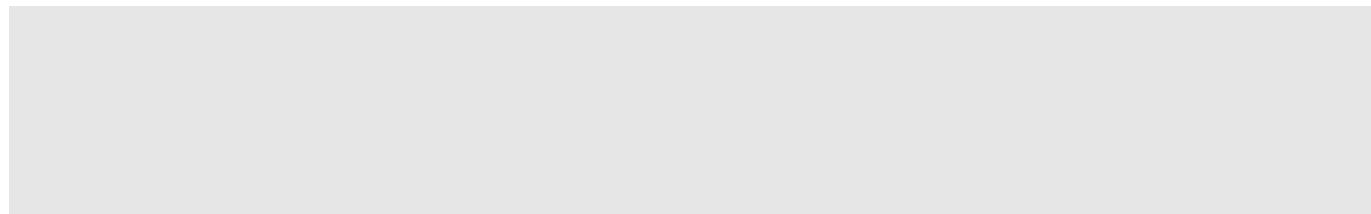
Inspiring Content Ideas:



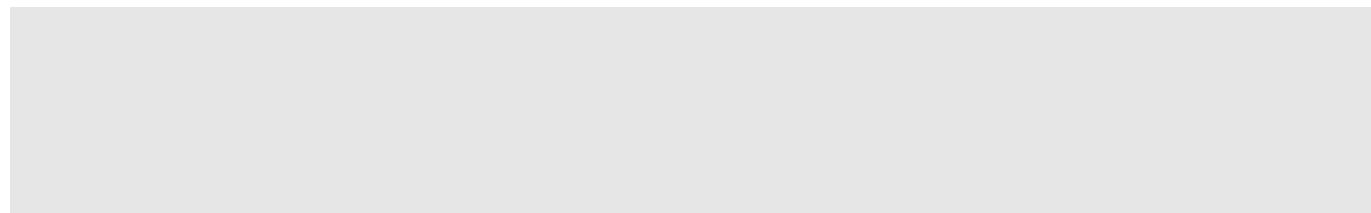
Relatable Content Ideas:



Informational/Educational/Value Packed Content Ideas:

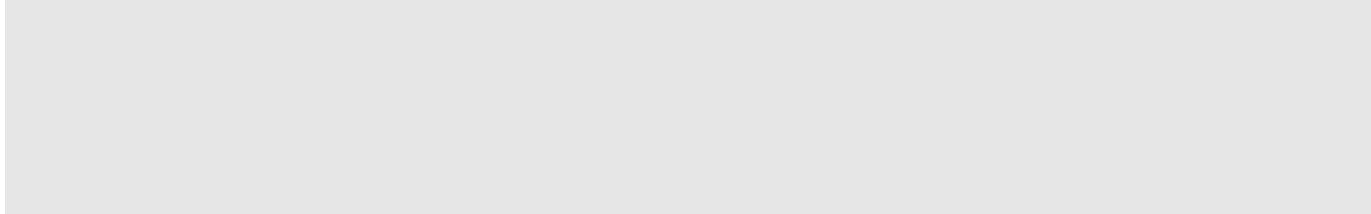


Most Common Questions About This Pillar You Can Solve:

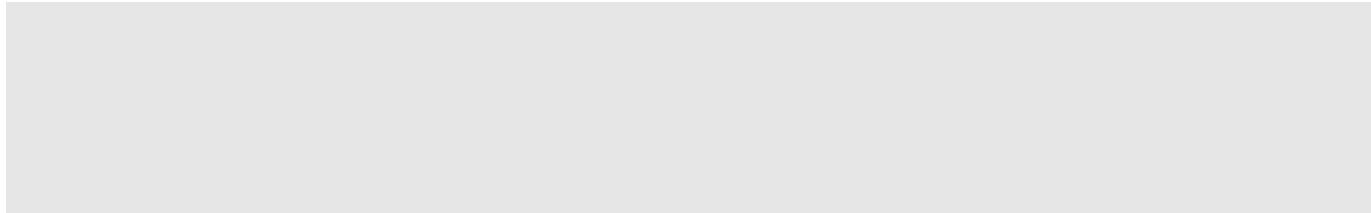


Brand Pillar #3:

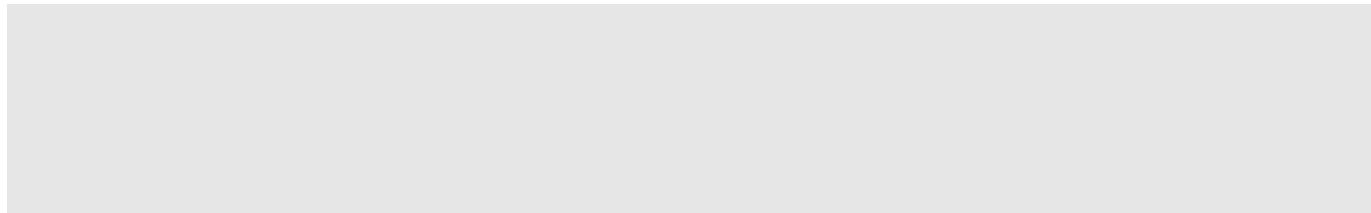
Entertaining Content Ideas:



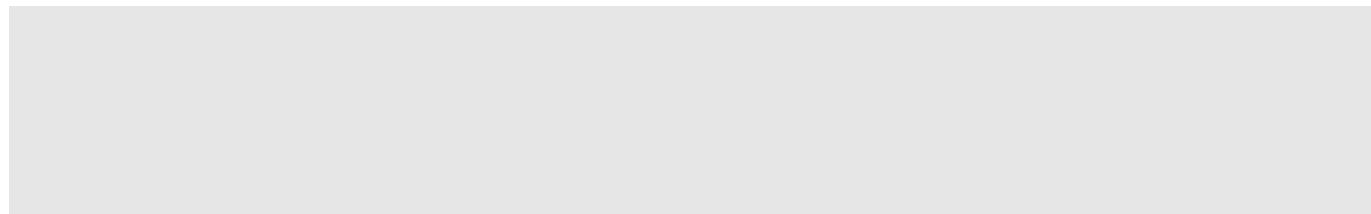
Inspiring Content Ideas:



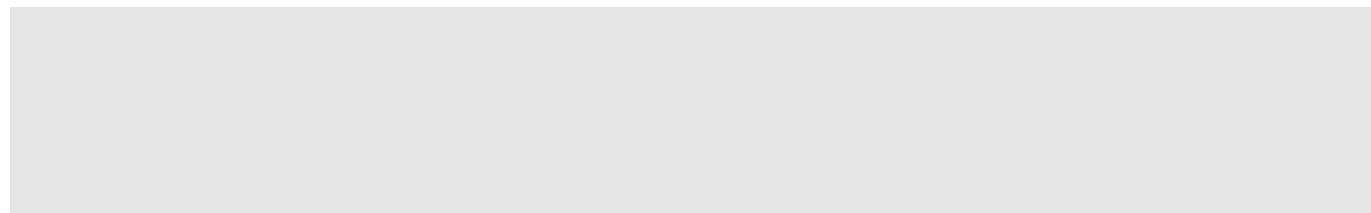
Relatable Content Ideas:



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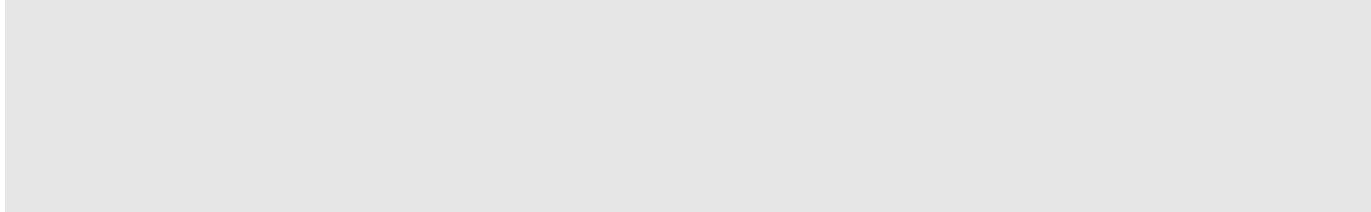


Most Common Questions About This Pillar You Can Solve:

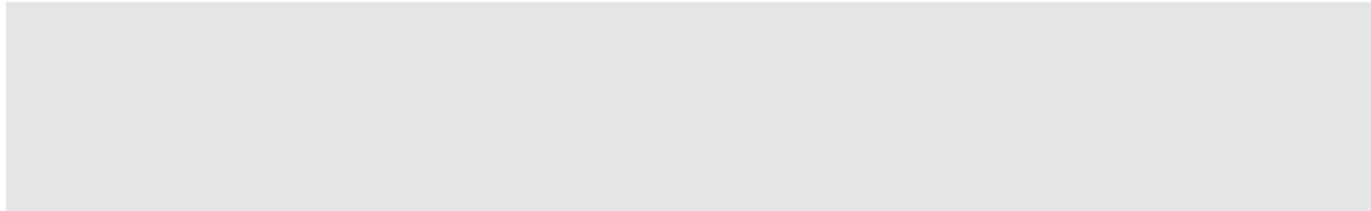


Brand Pillar #4:

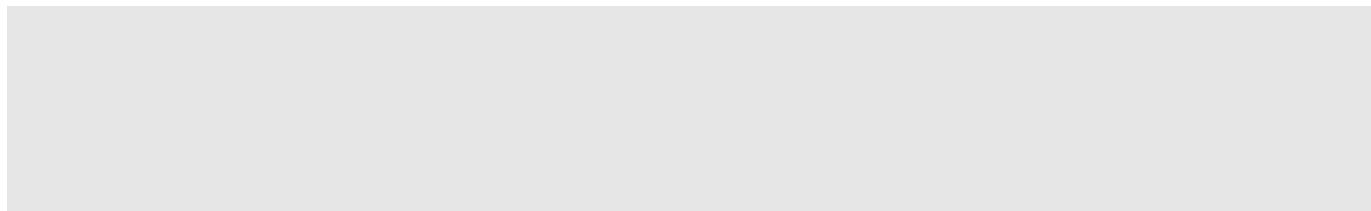
Entertaining Content Ideas:



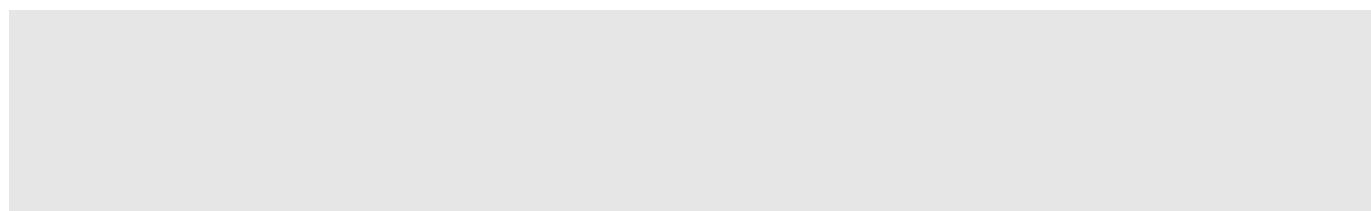
Inspiring Content Ideas:



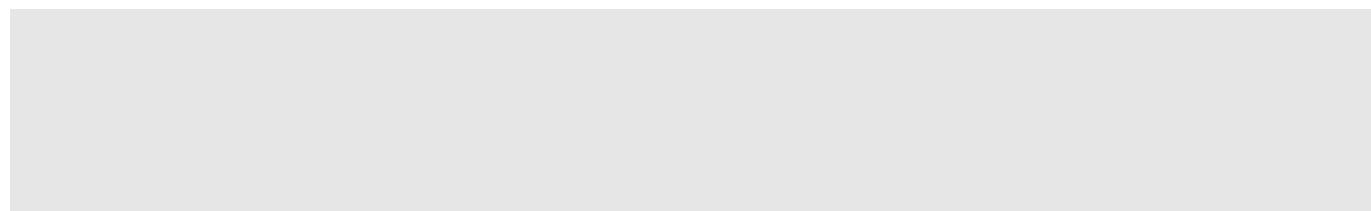
Relatable Content Ideas:



Informational/Educational/Value Packed Content Ideas:

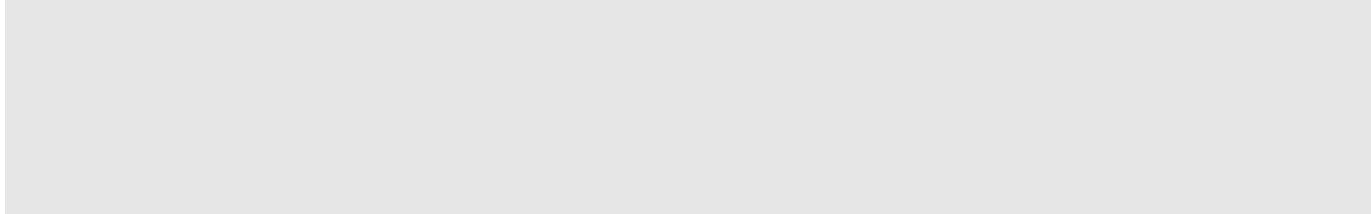


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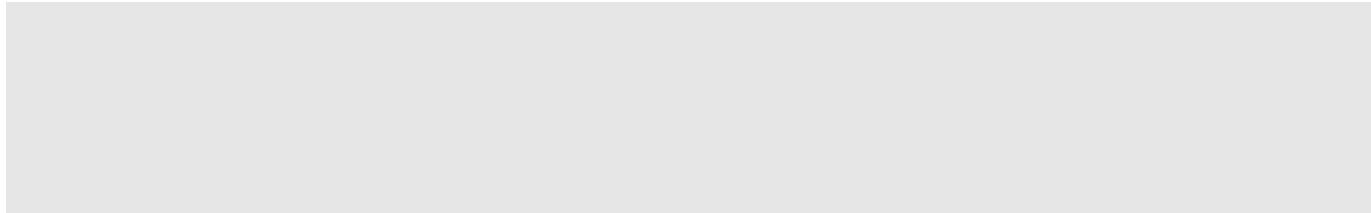


Brand Pillar #5:

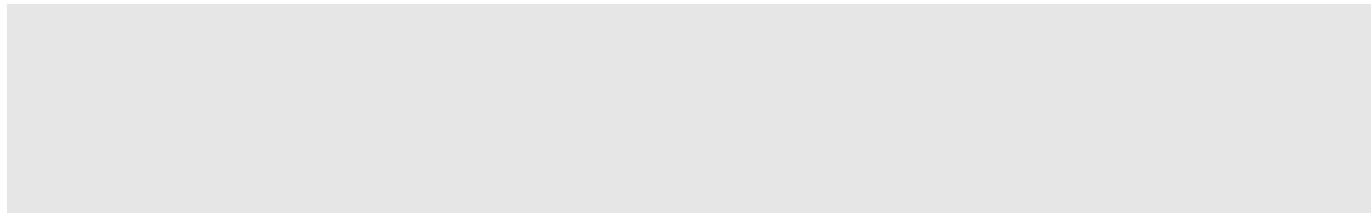
Entertaining Content Ideas:



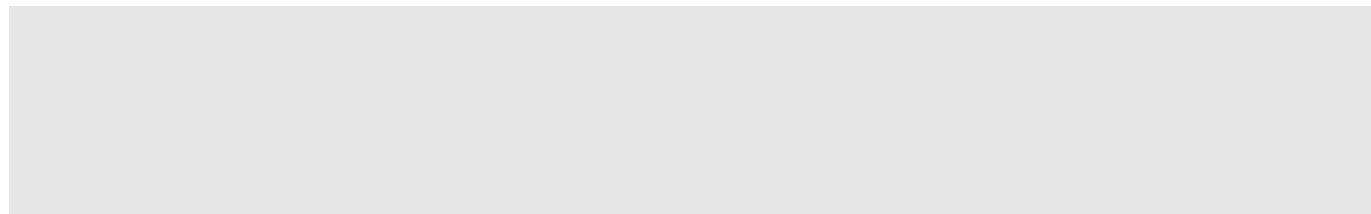
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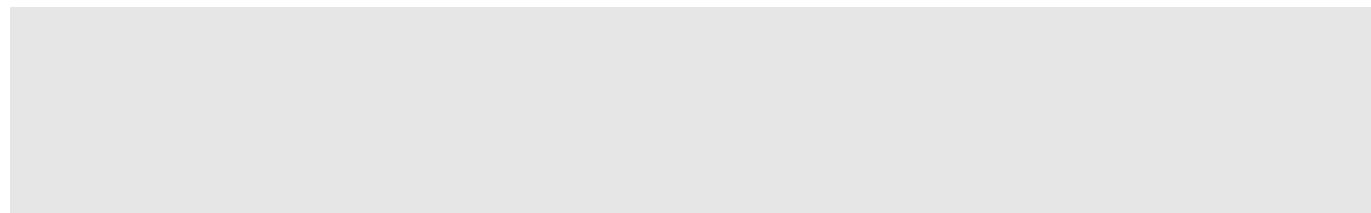
Relatable Content Ideas:



Informational/Educational/Value Packed Content Ideas:



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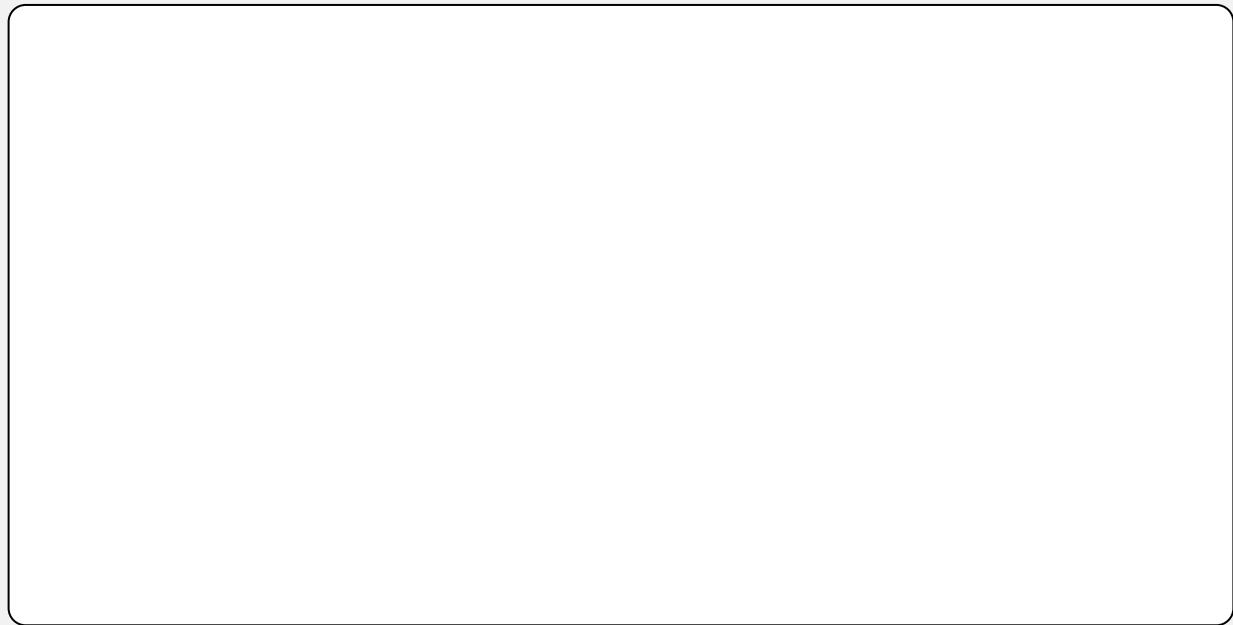


CONTENT PLANNING

Come up with unlimited topic ideas for content!

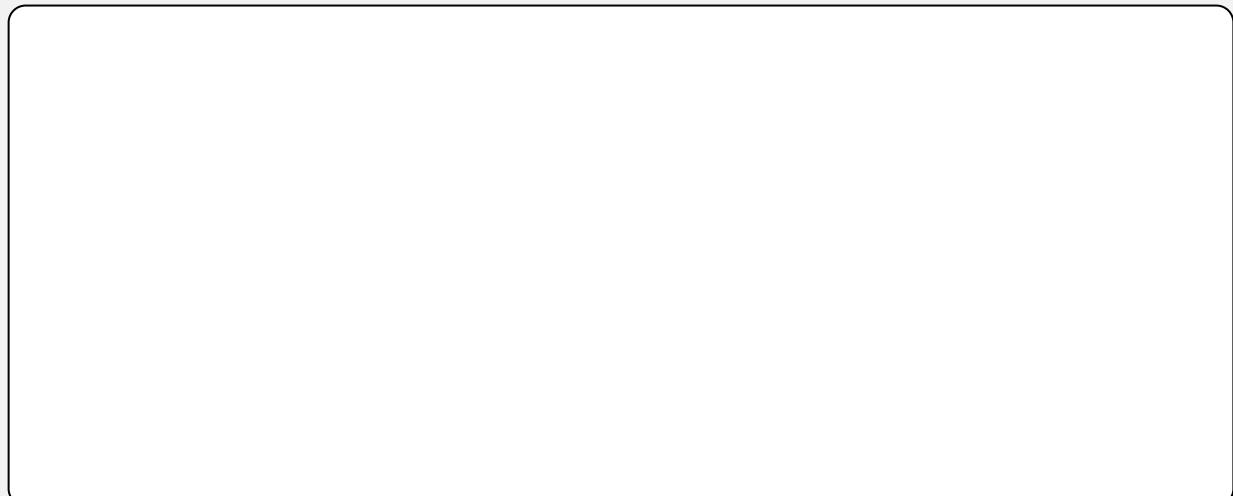
GOOGLE YOUR PILLARS:

Google your pillars and head down to the "People Also Ask" Section & expand it until you have about 30 questions. Take all the questions and input them into a content planner.



ANSWER THE PUBLIC & CHAT GPT:

Check out Answer the Public for more commonly asked questions to provide value to your audience. Simply enter a keyword or phrase surrounding one of your content pillars, and it will highlight a lot of the top questions people are asking around that topic. Similarly, you can ask Chat GPT to provide a list of commonly asked questions around your pillars as well.



SYSTEMS TO HAVE IN PLACE

BEFORE YOU START TRYING TO GROW YOUR FOLLOWING

- Affiliate Platform Memberships (Especially Amazon, LTK, Get Your Guide, etc.)
- Freebies with Corresponding Landing Pages to Drive People to Your Email List
- Business Email Account (with Business Domain Now)
- Link Page on Your Own Website for your Bio
- DM/Comment Automation such as Link DM or Many Chat
- Email Marketing Software (Flodesk, Mailchimp, Convertkit, etc)
- About Me Story Highlight or Pinned Post on your Feed
- Blog or Portfolio Website

VIRAL REELS PLANNER

INFORMATIONAL

ENTERTAINING

INSPIRATIONAL

VALUABLE

51 VIRAL HOOK IDEAS

1. I can't make this up...
2. POV: My [INSERT RELATIONSHIP] asked me to do [XYZ] and this is how it went
3. I think I just found the best [INSERT PRODUCT] and I need to share it with you
4. This is the only [INSERT PRODUCT] I will ever use again
5. If you're not doing [INSERT ACTIVITY], you're going to regret it. Let me explain...
6. Ok, I can't be the only one who... [INSERT ACTIVITY]
7. After visiting X {STATES/COUNTRIES/PARKS/ETC.}, this is the MOST/LEAST {INSERT DESCRIPTOR WORD} one
8. When people visit [INSERT PLACE], but miss out on [INSERT PLACE] only [X DISTANCE] away
9. I will never get over the fact that...
10. Yes, we have a lot of [INSERT THING], but we also...[INSERT THING]
11. Don't know how to [INSERT ACTIVITY?], I got you!
12. How to [INSERT ACTIVITY] that will solve audience problem]
13. I can't believe this happened!
14. I can't believe what a difference this made!
15. This [INSERT CATEGORY] hack will make your life so much easier
16. You could be doing X more efficiently
17. You should be doing this when you're out [INSERT ACTIVITY]
18. Don't forget to do this after you [INSERT ACTIVITY]
19. Is this the BEST [INSERT PRODUCT TYPE] on the market?
20. I had no idea you can do this in [INSERT LOCATION]
21. Here's everything you need to know about [INSERT TOPIC]
22. Never in a million years did I think I would [INSERT ACTIVITY]
23. POV: You had no idea you could [INSERT ACTIVITY] for [INSERT PRICE]
24. This [INSERT THING] has ruined all other [INSERT SAME THING] for me
25. Here's a day in the life of [INSERT WHO YOU ARE/WHAT YOU DO]
26. Today we are talking [INSERT TOPIC]
27. Don't [INSERT ACTIVITY], instead do this!
28. Just a reminder that [INSERT LOCATION] will look like this in [INSERT TIME]
29. Spend the day doing XYZ with me
30. You NEED to be doing this XYZ
31. This is the best [TYPE OF PLACE] to visit this [INSERT SEASON]
32. Add this to your bucket list!
33. This is your sign to [INSERT ACTIVITY]
34. Don't go to [INSERT PLACE] without doing these things first!
35. Controversial things that I'll never do [INSERT ACTIVITY] without
36. X must see spots in [INSERT LOCATION]
37. One of the things about [INSERT TOPIC HERE] that people never talk about is.../What no one tells you about XYZ
38. X things to do in [INSERT LOCATION]
39. POV: You [INSERT VERY SPECIFIC ACTIVITY]
40. The person that sent you this wants to [INSERT ACTIVITY]
41. Them "INSERT QUOTE HERE" Me: "INSERT QUOTE HERE" Them: 😊 😊 😊
42. Things about [INSERT TOPIC] that just make sense
43. The main thing I get asked as a [INSERT EXPERTISE] is {INSERT QUESTION}
44. How much it costs to [INSERT ACTIVITY]
45. This is your reminder to/that [INSERT REMINDER]
46. What people think [ACTIVITY] is like vs. what it actually is like
47. PSA:
48. If you're visiting [INSERT COUNTRY/STATE], you HAVE to visit [INSERT PLACE]
49. X Reasons you should (OR SHOULD NOT) [INSERT ACTIVITY]
50. This is why you should/shouldn't get the [INSERT ITEM/EXPERIENCE]
51. Come with me to my [INSERT ACTIVITY]